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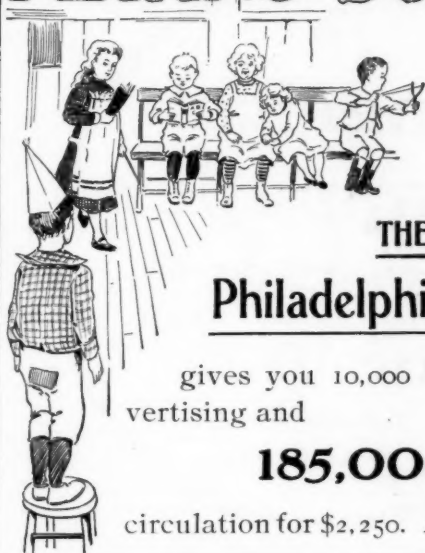


A JOURNAL FOR ADVERTISERS

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVI. NEW YORK, SEPTEMBER 11, 1901. No. 11.

# PLAYING SCHOOL



DON'T  
YOU BE  
THE  
DUNCE!

## THE Philadelphia Record

gives you 10,000 lines of ad-  
vertising and

**185,000**

circulation for \$2,250. Ask about it!

**"THE RECORD'S splendid recognition  
by financial advertisers and book pub-  
lishers proves its quantity of quality."--  
Profitable Advertising.**

RATE, DAILY 25c. A LINE.

RATE, SUNDAY 20c. A LINE.

" 'The Philadelphia Record,' during the past year, averaged 186,356 copies for every day. There is, perhaps, no more remarkable instance of newspaper progress on record. It is a testimonial to the excellence of 'THE RECORD' as a newspaper that speaks more loudly than entire columns of fulsome laudation. 'THE RECORD' has won its marvellous success by simply deserving it."-- *The Lancaster (Pa.) New Era.*

***Out September 3d!***

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**FALL EDITION**

**The  
American  
Newspaper  
Directory  
for 1901**

*September Issue*  
**Is Now Ready**

**REVISED AND ENLARGED**

1600 PAGES

Price \$5—sent carriage paid on receipt of price.

ADDRESS ORDERS TO

**GEO. P. ROWELL & CO., Publishers,  
10 Spruce Street, New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVI.

NEW YORK, SEPTEMBER 11, 1901.

NO. 11.

## PLUCK AND PUBLICITY

MADE THE MILLIONS FOR SIR THOMAS J. LIPTON, WHO LANDED IN NEW YORK IN 1869 AS A STOWAWAY, TO RETURN IN 1901 AS ONE OF THE FOREMOST MEN OF THE WORLD.

"I believe in advertising," says Sir Thomas J. Lipton. "It is the life-blood of modern trade.

"Everybody reads," he continues, in a late interview, "and buying newspaper space is the best investment any merchant can make after a selection is made of goods and the prices are made right."

Thirty-two years ago this Lipton had landed in New York, blackened with coal-dust from the stoke-hole of an ocean steamer.

Penniless, he had left the old world as a stowaway, was discovered at sea by the ship's crew, and set to work to earn his passage.

Now he lands on our shores with gold dust galore, a knight of Great Britain, favored by King Edward, and a merchant prince whose ships sail every sea.

An idea of his stupendous business may be gleaned from the statement that over 6,000 Ceylonese are picking and packing teas on his own plantations.

In London a clerical force of 1,800 men and women are employed in the accountant department of his business, and it requires the services of 200 printers to properly supply labels and wrappers for his products.

Over 400 branch stores, or shops, as they are called in England, have been established throughout Great Britain with thousands of trusted employees.

In Chicago his abattoirs slaughter 3,000 hogs a day, and this gigantic amount of food product is transported to the Atlantic coast in 600 refrigerator cars all bearing the name of Lipton, and is thence

carried across the water in ships flying the Lipton flag.

When very young, Tom Lipton worked in Glasgow as a messenger for the munificent sum of 60 cents per week, and educated himself attending a night school.

After landing in New York as a poor immigrant, he earned money enough distributing bills from house to house to buy a steerage ticket back to Glasgow.

He had seen the new world with his eyes open and discovered the new ways in the new country. So he prevailed on his sturdy Scotch-Irish parents, who by hard work had saved up \$400, to intrust their little fortune in his hands.

He opened a small shop and was successful from the start. He always has owed his success to advertising; one of his first investments, in his initial venture, was the purchasing of two of the largest hogs ever seen in Scotland and parading them through the streets decked out with banners labelled "Lipton's Monsters."

The shop grew, and soon more were added. The business increased by leaps and bounds, but Lipton, as he says, worked twenty hours out of the twenty-four. Soon came the opportunity to demonstrate his favorite hobby—to dispense with the middlemen and bring producer and consumer closer together—and his first effort was to purchase plantations in Ceylon, where he raised tea, coffee and cocoa with native labor.

At first, he candidly asserts, his advertising, like that of most beginners, was crude and sometimes rude, but finally experience taught him that the most dignified and profitable way to advertise was through the newspapers, and he is now, after amassing his millions, a large user of space in the reputable papers of the kingdom.

For one who has encircled the

globe with his commercial ventures, Sir Thomas is withal a mild-mannered man. His sporting traits are confined to the rather expensive indulgence of yachting, and his benevolence is world-famed. Our Galveston horror brought a quick response by cable from his philanthropic nature. He has already subscribed \$500,000 to found eating houses in London, where the poor may obtain food at low prices.

Sir Thomas enjoys a good joke and compliments America by saying he will carry home with him many good ideas, as he is always on the alert for any plan to boost his business.

GERAL DEAN.

#### AN OBJECT LESSON.

The recent transfer of the Charles A. Vogeler Co., of Baltimore, to an English syndicate for the reported sum of \$200,000, is a forcible reminder of the power of advertising. It convincingly shows that advertising will not only make a business, but even after a successful business has been destroyed by neglect, it has rendered the shell still of great commercial value, as an asset.

In the transfer of this bankrupt firm's property nothing of intrinsic value, such as real estate or collectible assets, was exchanged. Nothing was secured for this sum except the trademark, the good will of the firm and the different formulæ this firm manufactured, among which was St. Jacob's Oil, at one time the best known remedy in the country, because of the extensive and excellent advertising it had been given. The formula for a new and unknown remedy would bring but a song, but \$200,000 is not a high price to give in exchange for a well known proprietary remedy, so extensively advertised as St. Jacob's Oil has been. The advertising that has been given this remedy in the past still remains dormant only. It is a smoldering fire, that, with the infusion of some attractive, aggressive, up-to-date policy will be fanned into a sweeping blaze from one end of the country to the other, which will quickly awaken in the public mind the same demand which formerly existed. When the St. Jacob's Oil Co. stopped advertising other remedies took this remedy's place in the public demand, because of the advertising they were given, but the good will that lies dormant in the people of the country needs little to awaken it.

Thus it is seen that while advertising makes sales day by day and puts money into the advertiser's pocket, it is also adding value to the good will of the business.—*Mail Order Journal*.

#### FREAKS.

A great many business men succeed in spite of their freak advertising and yet these same business men will invariably attribute their success to the advertising.—*White's Sayings*.

#### IN PHILADELPHIA.

Although not a display of fancy goods or attractive bargains, the window at the corner of Market and Ninth streets of the Gimbel Brothers' store is drawing larger crowds than any other window display in the city at the present time. As is well known, the fire at the Point Breeze Oil Works last week was among the most destructive in the history of the Quaker City, for in addition to a loss involving about one-half a million dollars, scores of persons were injured and three of the firemen killed. The fire fighters of Philadelphia occupy a warm spot in the heart of its community, and the sorrow for the death of these men was deeply felt throughout the city.

Gimbel Brothers are always abreast of the times in many respects. Lately, when there was a rumor that the warrants of Philadelphia's public school teachers would be delayed, through lack of necessary funds, this house came forward and offered to advance part of the money to relieve the teachers. This touched the hearts of thousands and made many friends for Gimbel Brothers.

Now they display in their window huge portraits of the dead firemen, John McCullen, James Ealls and Frank Davis, framed in beautifully gilded frames and draped with the city colors, and a large American flag. Under each of the portraits is a neatly inscribed card, bearing the dead man's name and the company to which he was attached. These pictures attract immense crowds at all hours, people coming from all parts of the city to look at them.

JOHN H. SINBERG.

DRY ads make excellent fire kindlers.

#### NEWSPAPER HEADING ILLUSTRATED.



"THE POET'S CORNER."

You  
Can not Reach  
Readers of

The Sun

Through  
Any other Daily  
Publication.

---

Address  
THE SUN, NEW YORK.

## IN A NEWSPAPER.

A daily newspaper has come to be a quantity so ephemeral that what it contains in the way of advertising must hit the mark at once or be forever lost. It is demonstrated every day that newspaper advertising is a prime factor in the selling of goods. The sum spent annually for this is astounding. But a paper one day old is now looked upon as something of an antique and nothing is more promptly relegated to the rubbish pile. Therefore, as we have said, the advertising is expected to hit the bull's-eye during the few hours of its life, for nothing is ever quite so dead as a dead newspaper. Knowing this, and not unmindful of the dollars which are steadily going forth in the cause, the advertising manager tries to make every word, every figure count. He cannot indulge in idle talk. Talk may be cheap, but not in advertising columns. The concern is aware that many readers pay little or no attention to the ads. But there are others who never overlook them. Upon these he must rely and he must say the right thing at the right time. An advertisement badly presented means just so much money thrown into the street. Its cost is not computed according to the returns which may follow. An announcement costing \$100 is expected to effect sales far in excess of that amount. Something depends upon reputation or confidence reposed in the house. The wording also plays no small part. Then there are many minor considerations. But the \$100 is paid with results or without them. The conscientious advertising man never forgets this. He must be hardly less adept at feeling the public pulse than the editorial writer. He also has his public. He must know human nature, yet must be ever mindful to keep inside the traces. He may guide, but he must also be guided. If he sways his public it must be largely because he himself has been swayed. He keeps his ear to the ground and learns what is wanted. Thoroughly equipped for a place so responsible he makes no foolish use of his space. He

knows that to-day, while the ink is still fresh, the advertisement must do its work, for to-morrow means oblivion. Printers' ink is not a costly commodity except when it is too dry.—*Advertising Experience, Chicago, Ill.*

## THEY MUST ADVERTISE.

According to the New York *Commercial*, the tea business of the country is in an unusually depressed condition. In order to find out what the trouble is, that paper recently addressed letters of inquiry to all of the leading dealers, and from the replies received it is evident that the new-fangled drinks made from cereals have literally advertised tea out of the market. Their wonderful success has reduced the consumption enormously and the tea men have come to the conclusion that the only way to retrieve the lost ground is to enter upon an advertising campaign of an aggressive character.

They say that the imposition of ten cents a pound tariff has had something to do with the stagnation of trade, and while they are generally of the belief that the tariff is a bad thing all around, they do not say that that is the chief cause of the present depression.—*New York Editor and Publisher.*

## AS A KNIFE.

Advertising, like a knife, is not a luxury, but an absolute essential. Like a knife it has to have a well-tempered edge or the result will be somewhat exhausting. The man who denounces all knives because he happened to buy a blunt one, or the boy who denounces them because he cuts his fingers with a sharp one, would be regarded as very peculiar persons.—*Our Wedge.*

## ILLUSTRATED TESTIMONIAL.



"DEAR SIR—I HAVE USED YOUR GOLD PAINT FOR YEARS, AND HAVE FOUND IT FIRST-CLASS IN EVERY PARTICULAR."

## **The Paper Which Best Serves Its Subscribers Best Serves Its Advertisers.**

**T**HE Des Moines **DAILY NEWS** has just installed in its second press-room (fronting on the busiest corner in Des Moines) a three-deck, straight-line Scott press of the best make. It has recently put in five new Mergenthaler linotype machines, including one head-letter machine (the only one in Iowa), one two-letter matrix machine and four duplexed machines, enabling the **DAILY NEWS** to set any type from ruby to small pica. These machines are provided with universal adjustable molds, etc., and are unquestionably the most modern and up-to-date battery of Mergenthalers in the world.

The Des Moines **DAILY NEWS** is the costliest newspaper product in Iowa. It has added over \$50,000 to its yearly cost in the past two years. Its circulation, now guaranteed to exceed 30,000, is naturally increasing very rapidly, for Iowa readers insist on the best of everything.

## COMMERCIAL RIVALRY.

Some merchants advertise on the principle that they cannot lose their trade. They have goods that please and prices that are acceptable, so they fear no competition. They forget their struggle to reach any appreciable degree of success, and now that their business is fairly established they think all they need to do in their advertising matter is to print their name in any place, in any way.

Because they do not see disastrous inroads in their business they fail to realize the perpetual menace of commercial rivalry. They do not reflect that the customers who have always bought at their store are human enough to die or move away. They seem not to know that their style of goods or whatever may be the element that makes them successful can be stolen and will be, for all's fair in love, war and trade.

While their business adversaries are adopting the most effective business methods; sending out artistic, convincing booklets and running well-designed, effective ads in the best mediums, thus showing to their own and everybody else's customers the attractions of their stores and stock—during this time the tradesman who is too self-confident to advertise properly, distributes ill-looking circulars of patent medicine aspect, and inserts in the papers ads that might have been copied from an Indiana country journal.

Suddenly this merchant who doesn't think his firm has to do good advertising notices that certain competitors are beginning to get a large share of the business he had previously regarded as his inalienable property. When a self-confident merchant actually notices this he is in an unhappy state. His customers by comparing his apathetic advertising with the timely, clever, ambitious work of his rival, have come to look upon him as "old-fogy," and are leaving him as rats leave a sinking ship. This kind of a merchant loses much of his confidence at such a time and endeavors to imitate the successful publicity that has been so potent against him.

His first efforts are usually very much like the pirouetting of a lady of ninety who goes out on the floor to show the young folks how to dance a ballet. It is only when repeated losses and disappointments have taught him the sad lesson of experience that he awakes to the fact that he is living in the twentieth century and must do what the twentieth century requires—namely, place his advertising in the hands of men who know how, when and where it can be made not only profitable but lucrative.—*Returns.*

## BIG ADVANCE IN TELEGRAPHY.

The new Hungarian system of telegraphy, the introduction of which was announced eighteen months ago, has been a marvelous success. The system has been installed between Budapest and Fiume, a distance of 375 miles, and is in practical working order at a speed of 40,000 words an hour. The messages are written in Roman characters and require no transcription.

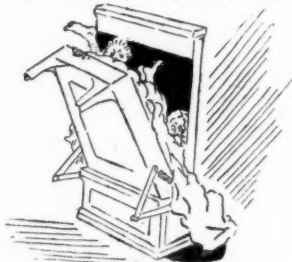
Negotiations are in progress for establishing the system in France and Germany. The latter government will give it a trial between Berlin and Cologne and the installation will be completed in a short time.

The system is an ingenious combination of the telegraph, the telephone and photography, the messages being written on sensitized paper by ray light and developed and fixed by an automatic process.—*Special N. Y. Sun Cable.*

## LEVEL HEADS.

The Southern Pacific Railroad Company believes in advertising and evidently thinks that type tells the tale of its offerings better than any other method of publicity. E. O. McCormick, general passenger traffic manager of the company, thinks that too much money cannot be spent in advertising the railroad in newspapers.—*Buffalo (N. Y.) Commercial.*

## ILLUSTRATED TESTIMONIAL.



"GENTLEMEN—YOUR AUTOMATIC FOLDING BED IS A BANG-UP AFFAIR. IT HAS COMPLETELY CAPTURED THE FAMILY."





**The Greatest Mail Order Proposition  
in the Northwest.**

Its circulation Saturday night exceeds 50,000.

It is the Sunday paper for out-of-town readers. Papers printed Sunday do not reach the country until Monday.

**THE JOURNAL HOLDS  
THE SUPREMACY IN ADVERTISING**

During June, 1901, the paid Wants carried by Minneapolis papers were as follows:

JOURNAL, Evening, 25 issues,	- -	8,804
TIMES, Morning and 5 Sundays,	- -	8,206
TRIBUNE, Morning, Evening and 5 Sundays,		8,189

As the Journal is the leading Want "ad" medium in the Northwest it must be the best mail order medium in that section for advertisers.

**C. J. BILLSON,**

Manager Foreign Advertising Department.

Tribune Building, New York.

Stock Exchange Building, Chicago.

## CORRESPONDENCE VS. TRAVELING SALESMEN.

There is a pronounced tendency in many manufacturing lines to eliminate the heavy expenses incident to the employment of traveling salesmen, by the establishing and maintaining of a correspondence sales department. It is a conceded fact that equal results can be obtained by the correspondence method at a lesser cost.

Any wholesale house, dealing in a line of merchandise which does not absolutely require the showing of samples to effect sales, can test the comparative value of the two plans in a simple manner.

There is always new territory to be covered. Assign two sections of practically the same importance, one to the traveler and the other to the correspondent. Keep track of the cost and keep track of the results in each field. Then bear in mind the vital fact that the trade of the traveler is influenced largely by his personality, and the trade produced by correspondence belongs strictly to the house; the traveler may change and carry his trade with him—not so with the correspondent, whose personality has been submerged in that of the house.

In working up a business the correspondent should pursue the same methods employed by the most successful travelers, and the correspondent who has been a knight of the road will find himself best equipped for producing results by mail. He knows what the traveler has to contend with and what is likely to appeal to the dealer most convincingly.

After the account is established it should be most carefully watched and made to produce the best possible results by proper manipulation. Each dealer should receive at least one personal letter each month, interspersed with attractive mailing cards and circular announcements. By all means draw the dealer out as to his opinion of the goods and how he believes their sale could be increased with his customers. Many most pertinent and valuable suggestions will result from such a course, and the dealer will naturally be

flattered to know the house considers his opinion worth having. It is possible to build up a personal friendship between the dealer and the house by these means.

To enable the correspondent to closely watch the development of each account and to apply the proper remedy when a falling off in orders is noticeable, a card system showing the particulars of the account, including all the interesting information gathered about the dealer, and giving the amount of business done by him each month, is an absolute necessity. On this business card should be noted what push letters are written and what special inducements, if any, are offered. This card should contain all the information which the credit and book-keeping departments can supply, together with the information gathered by the sales department. Where the numerical system is used these cards should be arranged numerically (to correspond with the ledger cards); otherwise they may be arranged alphabetically by States and towns.

The successful correspondent watches his dealers' accounts as a hen watches her chickens. He makes it his business to know each dealer's peculiarities, and to give to each the right measure of business tonic. Temperaments differ, and what is good for one merchant will not help get a dollar's worth of business from another. It is in reading the character of the dealer from the letters he writes, and in turning every seemingly trivial incident to the best advantage, that the correspondent has the opportunity to accomplish more in the producing of results than the traveler—for the correspondent can reach a hundred different dealers by mail each day, while the traveler can call on but one or two.

Correspondence is the art of understanding human nature, and the science of saying the right thing in the most pleasing and convincing manner. — *Profitable Advertising, Boston, Mass.*

It takes all kinds of people to make a world, but there are few of the kinds who do not read advertisements.

Increased Circulation  
— OF —  
**The Evening Wisconsin**  
FOR THE FIRST SEVEN MONTHS

	1900 Daily Average.	1901 Daily Average.
January . . . .	17,980	20,209
February . . .	18,873	20,385
March . . . . .	18,981	20,073
April . . . . .	18,765	20,403
May . . . . .	19,096	20,406
June . . . . .	19,431	20,040
July . . . . .	19,042	19,984

# *Important* *Announcement.*

Beginning October 15, 1901, the advertising rate on the WEEKLY KANSAS CITY JOURNAL will be thirty cents an agate line flat. This rate is based on a guaranteed circulation exceeding 130,000 each issue, and is between one-fourth and one-fifth of a cent a line per thousand of circulation.

The WEEKLY JOURNAL is undoubtedly the best paying mail order weekly in the country to-day. It covers thoroughly the rich territory comprising Kansas, Missouri, Iowa, Nebraska, Texas, Arkansas, Indian Territory and Oklahoma.

The circulation is guaranteed and supported to the satisfaction of any advertiser by the postage receipts, cash receipts from circulation, mailing lists, etc.

## *The Kansas City Journal.*

HAL GAYLORD Business Mgr.

RUSSELL R. WHITMAN. Adv. Mgr.

## **THE J. E. VAN DOREN SPECIAL AGENCY,**

**PUBLISHERS' DIRECT REPRESENTATIVES.**

**Eastern Offices,**

**Western Offices,**

**407-10 Temple Court, New York. 1104-5 Boyce Bldg., Chicago.**

# Just Plain Words and Facts Like This.



## Kansas City Oat Meal & Cereal Co.

OAT MEAL,  
ROLLED OATS,  
BUCK WHEAT FLOUR,  
RYE FLOUR,  
GRAHAM FLOUR,  
FARINA.

FEED,  
ETC.

CREAM MEAL,  
CORN MEAL,  
BREWERS MEAL,  
CRACKED WHEAT,  
PEARL BARLEY.

617 & SANTA FE  
STREETS.

*Kansas City, Mo.* Aug. 6, 1901.

Kansas City Journal,

Kansas City,

Mo.

Gentlemen:-

We have advertised more in the Kansas City Journal than in any other newspaper, and we have been more than pleased with the result. We give the Journal credit for the largest proportion of the phenomenal increase in the sale of our Atlas Oats during the past year.

Yours truly,

KANSAS CITY OAT MEAL & CEREAL CO.,

*M. F. Hoffman* Pres.

# The Kansas City Journal

sticks out all over Missouri, Kansas, Oklahoma and the  
Growing Southwest like a bump on a log.

GUARANTEED CIRCULATION:

**Daily and Sunday, 52,000. Weekly, over 125,000**

PUBLISHERS' DIRECT REPRESENTATIVES:

**THE J. E. VAN DOREN SPECIAL AGENCY,**

NEW YORK OFFICES:

407-9-10-11 Temple Court.

CHICAGO OFFICES:

1104-5 Boyce Building.

## THE PUBLIC'S FICKLENESS.

It seems sometimes that many Americans have a singular gift for setting up and casting down idols. For a few weeks somebody is praised and petted extravagantly—made a hero and a demi-god. Millions read raptly of the color of his hair and of his favorite breakfast dishes. Before long, satiety and reaction come. In the statue before which the worshippers loved to kneel they can see only the feet of clay; and they throw bricks at the head which they used to wreath with roses. Recent American instances of this fickleness of popular favor are not wanting, but it is more polite to take an English example. When Rudyard Kipling lay at the point of death, as was supposed, in this town, there was a surprising demonstration of general public regret. In fact, it was a little too general and extravagant to be absolutely simple and sincere. Some of it, we suspect, was merely an indication of the extent to which Mr. Kipling was known.

At any rate, a vast amount of sensibility was shown. Mr. Kipling was made much of, taken to the bosom of the American people, all but drowned in the ocean of molasses. So he went his way and his American worshippers went theirs and forgot about him mostly. Life is short and just at present it is full of "best-selling" novels which you must read or read about. Literary taste changed. All the Miss Nancys of criticism, all the droolers of sapless commonplace, all the tame cats of literature spat and sputtered at this wretched Kipling. He was low, he was brutal, he was profane, he was vulgar, he was—in short, he was a wildcat and no pretty little drawing-room puss. The South African war broke out. So did Mr. Kipling. Being a thorough-going British imperialist patriot, naturally he took the British imperialist side. That gave the American anti-Kiplingites a hold. Probably the majority of Americans sympathized with the Boers. Here was an excellent opportunity to jump upon the brutal imperial-

ist Kipling. Some of his war verses have not been admirable from a literary point of view, but his purpose in writing them was not literary. He knew he was sure of a great audience. No other living Englishman is so heard by the far-flung British line, as he would say, the Greater England. His latest production is bad poetry; it is not poetry at all; it is a piece of military and administrative criticism which he wants to hammer into the heads of his countrymen.

From we don't know how many newspapers, poll-parroting one another, comes a squawk over Kipling's degeneracy, the waning of his genius, his inhumanity and so on. An article in the *Minneapolis Tribune* on "The Decline and Fall of Kipling" is a specimen of the preachments hurled of late from many ink pulpits. There you read about Kipling's "lack of the finer feelings of human nature, his glorification of brute force, his gross and material views of life, his lust for power and plunder, his advocacy of might and his cynical indifference to right and justice." The rascal is for his country right or wrong. We don't blame an American for being that kind of a patriot. "The Absent-Minded Beggar" is poor stuff enough in form, but it is anything but heartless. It is an appeal to the heart for the men who are fighting England's battles. Mr. Kipling's capacity for sympathy with a fallen foe is evident in his verses on Gen. Joubert.

Great or little, bad or good, Kipling has not changed. He is the same Kipling that was slobbered over by men who abuse him now. He is paying the penalty of extravagant praise.—*N. Y. Sun.*

## FOR DISTRESSED DUKES.

Noblemen and others on the verge of bankruptcy rescued from their perilous position and their estates saved; complications adjusted; payment on results; chronic spendthrifts incurable. Address R., 17,641, *Morning Post*, Strand.—*London Morning Post*, Aug. 20, 1901.

## CARRIE NOT WANTED.

"All Nations Welcome Here (but Carrie)" is the sign in the window of a Third avenue saloon.

# CLEVELAND PLAIN DEALER

## CIRCULATION STATEMENT

FOR SIX MONTHS ENDING JUNE 30th, 1901.

DATE.	JANUARY.		FEBRUARY.		MARCH.		APRIL.		MAY.		JUNE.	
	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.
1.....	43,249		46,153		45,537		45,913		47,886		50,505	
2.....	45,206		43,960		45,004		70,504		47,091		48,884	44,880
3.....	45,230			39,191			45,966		47,883		49,824	
4.....	41,866		43,881		44,393		45,788		48,844		50,346	
5.....	45,156		43,869		44,401		45,964			43,737	51,328	
6.....		37,926	44,064		44,456		46,391				49,863	
7.....			44,061		44,488			41,247			49,804	
8.....	44,987		44,067		44,610		46,223		48,382		50,896	44,776
9.....	44,202		47,368		45,222		46,079		48,514			
10.....	43,773			39,233			46,214		48,474		49,710	
11.....	43,906		43,928		45,213		46,314		49,358		49,730	
12.....			44,250		44,653		46,314			44,722		
13.....		37,652	44,003		44,006		46,210				49,852	
14.....	43,876		43,961		45,154		47,146	41,953	48,950		51,072	
15.....	44,113		43,901		45,017		46,734		48,681		49,864	
16.....	43,853		44,844		45,066		47,212		49,128		50,783	
17.....	43,900			39,478			46,856		51,258			44,805
18.....			44,061		45,216		46,901		50,223		50,016	
19.....		37,952	44,258		45,173		47,275			44,379	50,854	
20.....			45,801		45,224		47,144	42,188	49,138		50,054	
21.....			44,373		45,277		47,437		49,296		49,966	
22.....	46,306		50,067		45,308		49,699		49,281		51,300	
23.....	43,680		44,502		49,958		47,405		50,182		51,066	
24.....	43,551			39,959			47,405				50,081	
25.....	43,686		44,269		45,564		47,437		50,182		51,232	
26.....		39,393	44,326		45,495		47,502			44,566	51,254	
27.....			44,385		45,498		48,410		52,506		51,065	
28.....	43,676		44,487		45,540			43,273	49,409		52,058	
29.....	43,881				45,560		47,747		49,410		51,603	
30.....	43,711				46,747		47,928		48,298			45,028
31.....	43,750				46,747				49,699			
Total.....	1,196,548	151,923	1,073,212	157,861	1,176,392	201,125	1,241,524	108,661	1,328,235	177,434	1,293,088	224,747
Average ....	44,317	37,961	44,717	39,465	45,243	40,235	47,751	42,165	49,194	44,350	50,524	44,949

Average for Six Months—Daily, 46,958. Sunday, 41,524.

STATE OF OHIO,  
CUYAHOGA COUNTY, ss.

Elbert H. Baker, being duly sworn, says, that he is Business Manager of the Cleveland Plain Dealer, and that the above is a true statement of the circulation of said newspaper during the first six months of the year 1901.

Sworn to and subscribed before me this third day of July, A. D. 1901.  
GEO. R. AGATE, Notary Public.

### TO ADVERTISE A BANK.

It must be admitted that bank advertising must be done with tact and discretion or it defeats its own end. The main issue cannot be advertised directly. People select banks primarily for their financial soundness, and the financial soundness of a bank, like the honesty of a man or the virtue of a woman, inspires most confidence when it is least under discussion.

But banks are advertising, and very extensively. In fact, it has come to be a foregone conclusion that there will be advertising wherever there is competition for business, and banks are by no means so devoid of self-interest that they are willing to see rival institutions get more than their share of the rapidly increasing per capita wealth to take care of, and along with many other businesses that have hitherto done without advertising they are trying to find their bearings in the untried advertising sea.

What kind of a bank is to be advertised? what is the end in view? and what are the inducements that can be offered? These are the three questions that must be considered at the outset. There are the banks which do not care to carry small accounts, but are anxious to have a few more customers of the first magnitude. This is a case for personal endeavor on the part of the bank officers—even for a little personal advertising if it is of the right sort. The New York bank which raised the salary of its president far beyond the normal amount for similar positions and got the fact in every newspaper in the country did an excellent piece of advertising work, and not an unduly expensive one. The more recent instance of the young man who invested a million for the sake of being known as the youngest bank president in the country was less successful, as the bank failed the next day. Leaving out the financial status of the banks and considering merely the advertising question involved it is more awe-inspiring for a bank to have the most expensive president in the country than the youngest.

The problem of increasing the

number of depositors, without special reference to the importance of their accounts, is almost as simple as that of increasing the circulation of a newspaper. The right sort of printed matter persistently sent out will slowly and surely bring to the bank its available public. Convenience of access is always an excellent argument for removing an account, and the bank which has not the patronage of the people nearest it has neglected its opportunities. If any special service can be offered, like the returning of pass-books by mail, judicious advertising of it will bring good results.

Banks in residence districts are finding out that it pays to carry the accounts of women. A pretty large fraction of the country's wealth is disbursed for household expenses by well-to-do women. (Other men than bankers have a vital sense of the truth of this statement though they are not able to turn it to their personal advantage.) It is more convenient for everybody when this money is kept as a separate account, and this constitutes a new and important branch of banking. To attract the patronage of women a bank must have pleasant rooms, well-mannered officers and a prevailing atmosphere of courtesy and hospitality, and it must impress this policy upon its possible customers with booklets and other publications of attractive appearance. When women are fully convinced that it is less trouble to have a bank account than to get currency in dribbles for household or personal expenses they seldom revert to the other method.—*Advertising Experience.*

### ADVERTISING ST. LOUIS.

It has been noticed for some time by those of the Middle West who have occasion to look at hotel registers—and doubtless it has occurred in other sections as well—that a good many people are signing their names like this:

JOHN SMITH, 1903.

The figures after the name almost invariably call forth questions, and the hotel clerk, who knows everything, of course, gives the information that this is the method adopted by travelers from St. Louis to call attention to the exposition to be held in that city two years hence. The advertising obtained by this simple method is something not to be sneezed at.—D. H. Talmadge, *West Union, Iowa.*



# SURE THING.

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GEO. C. NORRIS & CO.,  
REAL ESTATE, MORTGAGES,  
Renting, Fire Insurance.

OFFICES :  
430 Fourth Avenue,  
Pittsburg, Pa.  
1010 Wood Street,  
Wilkinsburg, Pa

PITTSBURG, Pa., July 12, 1901.

PRESS PUBLISHING CO.,  
City.

GENTLEMEN :

We are pleased to state that our returns from the PRESS, which we use more than any other paper (on that account) has increased our business to such an extent that we found it necessary to open an office at 1010 Wood street, First National Bank Building, Wilkinsburg, for the transaction of our business in that district. THE PRESS HAS NEVER ASKED US FOR A TESTIMONIAL, but our returns are so satisfactory that it gives us pleasure to send you this advice.

Yours truly,

GEO. C. NORRIS & CO.

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C. J. BILLSON,

MANAGER FOREIGN ADVERTISING DEPARTMENT,

NEW YORK OFFICE :  
TRIBUNE BLDG.

CHICAGO OFFICE :  
STOCK EXCHANGE BLDG

## WINDOW WISDOM.

Neglecting one's show window is the greatest of the seven deadly advertising sins. There are six others—running the same ad more than twice consecutively, use of too much display, sacrifice of sense to rhyme or euphony or humor, failure to quote prices where practicable, wilful misrepresentation, neglect of results. But the greatest advertising sin is the neglect of one's windows.

A show window is absolutely the best advertising medium at a retail merchant's command. In it he may display the actual goods themselves, with all the advantages of lights, harmonized colors and other stage effects. The show window is the full orchestra of the advertising world. In it one can play symphonies and concertos in hats, silks, shoes and groceries. Newspaper space, no matter how good or well filled, is an echo in comparison—a piano rendering of the orchestra effects.

All men (to say nothing of their better halves—and quarters, and feminine small change) are inveterate, unconscious window gazers. Shop windows are a sort of mechanical education. A stranger, let loose among New York's miles of windows, will know half of them intimately after he has walked the streets a month or two. Nor need he devote any time to becoming acquainted with them, for they have a trick of devoting time to him. When he has made a daily trip from Twenty-third street to City Hall Park he will know all the windows on Broadway and many a lesser street.

The instinct that turns a pedestrian from a window that is never changed and halts him before one that is filled with fresh goods is inexplicable and uncanny—and well worth heeding if you have windows of your own. If men knew how much time they give to window gazing they would look upon it as a bad habit and take steps to be cured. Few men, however, know what a hold windows have upon them—and therein lies the power of the window.

In every littlest town there are

hundreds of square feet of valuable plate glass advertising space that is never utilized in any effective way. The wholesaler who pays for pages in millinery and fabric journals seldom thinks it worth while to put a shirt waist or a wire shape in his windows for the benefit of the thousands of buyers who pass his door every hour. Sometimes he goes to the length of having a gilded wooden ostrich—his trade-mark—set up against a background of pasteboard boxes, and even this attracts attention until the cobwebs have settled upon it. Then the window gazer, who is ever on the alert, takes sidelong glances at it and knows it for an object whose powers of entertaining and instructing he has exhausted.

The slightest change in a notoriously dusty window will attract attention, and the greatest curiosity will pall after every one has seen it a few times. A Broadway safe company exhibits a strong box from one of the Spanish cruisers sunk at Santiago. When it was put into the window, before the close of our late clash with the Don, it drew crowds sixteen hours in the day. Now, however, it is noticed only by strangers in town. Probably seventy or eighty per cent of the people of New York know it to weariness. Yet if it were turned on its side and furnished with a new placard it would attract attention again.

Every man carries a sub-conscious list of windows that are worth while stopping to look into. There is always one store in the block that is a center of interest and it is always the store that changes its windows regularly. Doesn't it seem rather strange that there should be but one or maybe two such in each block?

The show window brings direct returns, and the sales made through it are traceable. There is no mistaking the man who wants "something like that in the window." And the merchant who watches his window sales closely enough will never be at a loss to know what to put in his ads or what to add to his stock.

Between a window crammed

with a miscellany of everything in the store, and one in which a striking effect is produced with a dozen articles, choose the latter. More effective decorative schemes are possible, the articles show up to better advantage, and the work of changing the display is less, making it possible to change oftener. And don't, above all things, forget the price tickets.

#### RURAL FREE DELIVERY.

There is no question at present that is of more interest to advertisers and publishers of morning papers than the latest departure of our great mail service—that is, rural free mail delivery. A great deal has been written and said upon the subject, but it now appears to be a well-established fact that rural free mail delivery has been thoroughly tested by the government and found to be a practical mail service from a financial point of view, and of inestimable benefit to the country people.

This section of East Tennessee was one of the first to be thoroughly covered with rural free delivery, and advertisers generally will be interested in knowing the unlimited possibilities of increasing the circulation of the morning papers that are offered by the extension of rural free delivery.

A daily mail service at the door of the farmer is something that appeals to him in many forms. One thing is the saving of time in going to the postoffice, which is often from one to three miles distant, and another is that it gives him the daily news and makes him more a part of the world and keeps him apace with its daily happenings. The increase in the number of pieces of mail handled where rural routes have been established, thereby making the routes self-sustaining, is abundant evidence of this fact.

In regard to morning papers. The benefits which they will and are acquiring from the rural free delivery service and the advantages given them over the afternoon papers are innumerable, principally because the rural delivery carriers leave the postoffice to cover their routes at an hour in the morning anywhere from six to ten o'clock, which gives the morning paper a delivery on

the same day of publication, provided it can reach the postoffice before the hour of departure of the carrier, which is generally the case, and the afternoon paper is a day old when it is delivered, it having to be taken out the day after publication.

There being only six delivery days per week, a special rate can be made to compete with the lower rates of the afternoon paper by excluding the Sunday issue if desired, which puts the morning paper on the same footing as to price of the six papers per week of the afternoon paper.

The permission of the United States postal authorities to allow rural carriers to act as agents for newspapers, sell papers themselves, or take subscriptions is also a valuable point for the reason that the carriers are not only anxious to make their commission (their salaries paid by the government being only \$400 and \$500 per year, according to the length of their route), but they are also anxious to increase the business of their route, which will probably affect their salaries later and insure a continuation of the route after it is evident that a sufficient quantity of mail is being delivered to justify the same.

Fully 75 per cent of the subscribers of the *Journal and Tribune* on the rural routes are those who have never before taken a daily paper, only taking the weekly paper, or none at all.

Every mail carrier is an agent of the *Daily Journal and Tribune*, and interested financially in keeping up as large a list of subscribers as possible. In a few months practically every farmer in East Tennessee will have a daily mail service, be in closer touch with the world and a valuable reader for the advertisers of the *Journal and Tribune*.—*Knoxville (Tenn.) Journal and Tribune*.

#### IF.

If stereotyped advertisements were paying advertisements there would be some justification in every man being his own advertisement "writer," for such writing only requires a good school education.—*Our Wedge*.

#### THE HARDEST KIND.

The advertising that is hardest to write is the kind that turns the people after they have started the other way.—*White's Sayings*.

## An Educator's Estimate.

"THE EVENING STAR is everything a newspaper should be."

(Signed)

W. F. HARRIS

(Commissioner U.S. Bureau of Education).

Washington, D. C.

M. LEE STARKE, Representative { New York, Tribune Bldg.  
Chicago, Boyce Building.

## A TIP ON "BONUSES."

A "bonus" is something thrown in with a sale. The idea is not new, for our forefathers were great sticklers for "the bridle with the horse," "the tail with the hide," and other bonuses.

A bonus is good advertising, especially with women. Dear to the average woman's heart is the "present" she receives with a purchase, and the news that so-and-so is giving something away with his goods is spread rapidly from her complacent lips among her friends, who incontinently hasten to buy and receive a "present" in turn.

Modern bonuses are striking and varied. Scarcely a business now but gives bonuses in some form or other, the value of which is covered by the price of the paid-for article.

Shrewd, modern dealers are leaguering together in the matter of bonuses for mutual benefit. For instance: A dealer in stoves "throws in" a half ton of coal with every sale, which coal is supplied by a local coal man at a very low figure (for the smart stove man is a customer for many tons in the course of a year). In turn, the coal man gives away stoves with a certain number of tons, and buys the stoves at a close price from the stove dealer.

Queer but "pulling" bonuses may be met on every hand. The dealer in refrigerators supplies limited "free" ice. The ice man "gives away" ice boxes for a fixed volume of business. The purchaser of a horse gets a bale of hay and a bag of oats, and the buyer of a piano gets a year's lessons. In nearly every case it is the bonus which tips the scale and consummates the bargain.

Real estate people recognize the value of the bonus, and suburban property rents and sells freely under the stimulus of "free" car fares. A particularly profitable form of bonus is that in connection with clothing, shoes and the like. "We keep all our clothes in repair free of charge," "Shoes bought here shined free," makes business. And the natural laziness of people causes them to neglect the generous offers, especially the class who own but one suit or one pair of shoes at a time.

Bonuses are worth studying in every business, and, all things being equal, the man who gives the best bonus will build up and hold a solid and remunerative trade.—*Advertising World.*

## VALUE OF A NAME.

The shorter the name the more easily it is remembered. The memory of a name plays an important part in securing continuous trade from past customers.—*Mail Order Journal.*

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

WE want a managing printer to purchase an interest in and take entire charge of our printing department. BARNHART & SWASEY, Management of Advertising, San Francisco, Cal.

POSITION wanted. Young man, college graduate, five years' experience in city weekly newspaper office, desires business newspaper position. Good references. W. M. EDMUNDS, Drayton, N. Dakota.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

ENERGETIC, forceful, business-bringing advertiser desires position in N. Y. or vicinity. Age 28, good habits. All references as to character and ability. Salary \$25 per week. Address "C. O. W.," care Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

CIRCULATION manager wants larger field. I doubled city circulation of a metropolitan daily in six months, increased total circulation 40%. Eight years' experience. Can get circulation for any metropolitan daily. Address "S. M. S.," Printers' Ink.

COLLEGE graduate to come West and engage in established magazine enterprise as associate editor. Unmarried man with amount to invest preferred. Salary. An opportunity for the right man. Give references. Address WM. BITTLE WELLS, Portland, Oregon.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE F. ROWELL & CO., 10 Spruce St., New York.

CAPABLE, experienced magazine manager, an organizer and tactful editor of men, a genius for building up circulation and advertising, seeks position. Built up a paid circulation of 75,000 on one new magazine in six months, almost without expenses. Is a good advertiser and knows circulations thoroughly. Would work for a share of profits or results, but must draw \$50 a week. Address "B. K. B.," Printers' Ink.

BRIGHT YOUNG MAN, EXPERIENCED JOB PRINTER.

Wanted, a young man who is capable of and will not object to doing all the mechanical work in our printing department, to begin with. As soon as this department is worked into first-class shape, if the young man has head enough to direct others and make an advertisement department in our business under the direction of the advertiser, he can earn a first-class salary. Address, stating references, experience and showing samples of work, R. McWILLIAMS, Limited, New Orleans, La.

## SPECIAL REPRESENTATIVES.

LA COSTE AND MAXWELL, 38 Park Row, New York, telephone 3893 Cortlandt, special representatives for leading daily newspapers.

## PAPER.

SEND for samples of our Seal Linen Ledger \$45c. per lb. No ledger at same price can approach it. BARRETT & SUTPHIN, 45 Beckman St., New York City.

## IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

## ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis, Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

## LINOTYPE AND STEREOTYPE METAL.

MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

## LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 565 Broadway, N. Y.

**MAILING MACHINES.**

**C**ut the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N.Y.

**COIN CARDS.**

**33 PER 1,000.** Less for more; any printing. **THE COIN WRAPPER CO.,** Detroit, Mich.

**NUMBERING MACHINES.**

**O**ur numbering machine is the best. **WETTER NUMB'G MACHINE CO.,** 515 Kent Ave., Bklyn.

**NEWSPAPER BROKER.**

**S**ELLERS, buyers are dealing through A. H. SMITH, Kirtville, Ill. Original methods. Plants for sale, \$500 to \$35,000, Atlantic to Pacific.

**ADVERTISING DESIGNS.**

**O**RIGINAL IDEAS. The best equipped art department. **GILL ENGRAVING CO.,** 140 Fifth Ave., New York.

**PRESSWORK.**

**H**IGH-CLASS presswork is our specialty. We have the reputation of doing the best half-tone printing in the business. Consult us before placing order. **FERRIS BROS.,** 45-51 Rose St., N.Y.

**PREMIUMS.**

**R**ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 600-page list, price catalogue free. **S. F. MYERS CO.,** 45-50-52 Maiden Lane, N.Y.

**SUPPLIES.**

**G**AUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO.,** Grand Island, Neb.

**T**HIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.,** Ltd., 17 Spruce St., New York. Special prices to cash buyers.

**PHOTO ENGRAVING.**

**T**HE STANDARD ENGRAVING CO., 61 Ann St., New York.

**T**he finest engraving plant in the world. Our half-tone plates are known everywhere as the best. **GILL ENGRAVING CO.,** 140 Fifth Ave., New York.

**PRINTERS' MATERIAL.**

**M**ODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNER, FENDLER & CO.,** N. Y. City.

**ADDRESSING MACHINES.**

**T**HERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Cosmopolitan Magazine*, *The Saturday Evening Post*, *Comfort*, of Augusta, Me., and many others. Send for circulars. **WALLACE & CO.,** 10 Warren St., N.Y.

**EXCHANGE.**

**W**ANTED-To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. **THE ROSTRUM,** Lancaster, Pa.

**E**XCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in *PRINTERS' INK*. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

**FOLLOW-UP SYSTEMS.**

**P**rinted matter telling all about them free. **SHAW-WALKER,** Muskegon, Mich.

**ADDRESSES AND ADDRESSING.**

**2,000** ADDRESSES, \$2. **E. B. WEBSTER,** 105 Dearborn Ave., Chicago, Ill.

**MISCELLANEOUS.**

**T**IRES by mail, puncture proof, \$6 pair. *Anti-Cactus*, \$7.50. Pleasure to ride. **ROADSTEEL CYCLE WORKS,** Camden, N.J.

**STEREOTYPE OUTFITS.**

**C**OLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet samples, for stamp. **H. KAHS,** 240 E. 33d St., N.Y.

**PRINTERS.**

**W**E print an attractive, booklet, 8 pages, 3 1/2 x 5 inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$25. For illustrations and writing copy, if so desired, we make a small additional charge. **PRINTERS' INK PRESS,** 10 Spruce St., N.Y.

**BOOKS.**

**G**EOR. P. ROWELL & CO., of New York, have compiled from *PRINTERS' INK* and published in book form a large variety of advertisements under the title, "Ready-Made Advertisements." The price of the book is \$1, and it may be had from their office of publication at 10 Spruce St., New York.—*Agricultural Advertising.*

**DISTRIBUTING.**

**H**OWE ADDRESSING CO., 23 So. 4th St., Philadelphia. Delivery by special messengers of Calendars, Pamphlets, Books, Circulars, Catalogues, etc., with or without receipts.

**BOOK PREMIUMS.**

**G**OOD books make the best newspaper premiums. We publish the finest line of premium books out. Have been used by city dailies and country weeklies with great success, proving to be the greatest circulation builder known. Now is the time to work subscriptions. Send for circular and prices. **STANDARD PUB. CO.,** Leeburg, Ind.

**ELECTROTYPES.**

**W**ILL sell electros of illustrations on all subjects at 5 cents per square inch. Send \$1 for proofs, refunded on first order. **L. ELKUS,** 150 Nassau Street, New York.

**W**E give special attention to making of good electrotypes for newspapers. Prompt. Out-of-town work done carefully as city. **RAISBECK ELECTROTYPE CO.,** 21-23 Vandewater St., N.Y.

**ADVERTISING NOVELTIES.**

**B**RONZE letter openers. Send for circular. **H. D. PHELPS,** Ansonia, Ct.

**\$500** IN genuine Confederate money for only 25c. **CHAS. D. BARKER,** Atlanta, Ga.

**F**OR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**TO LET.**

**T**O LET: White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbek Golf Links; fully furnished; three bathrooms; copious water supply; six fireplaces; three sitting rooms; 11 bedrooms; vine-clad piazzas; stabling for six horses; excellent garden. For further particulars address owner, **GEO. F. ROWELL,** Irvington on Hudson, N.Y., or No. 10 Spruce St., N.Y. City.



**BILLPOSTING AND DISTRIBUTING.**

**ADVERTISERS**—Learn billposting, its cost, plans, estimates, etc. Send 25c. for "Post-erdom," a mine of information. CLARENCE E. RONEY, Cincinnati, Ohio.

**BUSINESS OPPORTUNITIES.**

**TEXAS** oil stocks of the right kind will make you more money quicker than any other investment nowadays. The Texas gushers are now flowing more oil than all the rest of the world combined. For a short time you can buy development stock at 25c. per share in a company right in the midst of the oil fields. Write to us at once. BELGIAN OIL CO., 150 La Salle St., Chicago.

**\$25,000** AN exceptional opportunity is offered to invest in a first-class mail order proposition. The business is now well organized and on a good paying basis, though less than a year old. Field unlimited and profits large. Thoroughly protected by foreign as well as Canadian and American patents. \$25,000 will purchase a three-quarter interest. If you can control this amount and have the ability to develop a good thing, this will bear your investigation. Address "W. B.," care Printers' Ink.

**FOR SALE.**

**PRESS FOR SALE**—Six col. quarto Cottrell drum, air springs, tapeless. A bargain if sold at once. THE NEWS, Lima, Ohio.

**FOR SALE**—A newspaper plant in a live town, Northern Iowa. New material, up to date. Inducements to purchaser. "C.," Printers' Ink.

**FLOURISHING** publishing business. Monthly poultry paper, books and extensive jobtrade plant cost over \$8,000. Will sell reasonable for cash or on easy terms. HENRY H. FRICK, Fricks, Pa.

**OWING** to surplus order, we have for sale 100,000 lbs. of machine-finished book paper. In rolls 4½ inches wide. Weight 70 lbs. 32½ x 41½. Purchaser must take whole lot. If you can use this paper write us for sample and price. Address P.-O. Box 1309, Lowell, Mass.

**EVERY** issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

**ADVERTISEMENT CONSTRUCTORS.**

**WM. WOODHOUSE, JR.**, Trenton, N. J., doesn't write 50-cent ads.

**ARTHUR F. SWIFT**, Omaha Building, Chicago. Mail order business only.

**WRITE** me about my business-bringing ads. H. L. GOODWIN, Malden, Mass.

**I** MAKE a specialty of clothing advertising. FRANK B. WILSON, Kenton, Ohio.

**COPY** for short circular, \$2, cash with order. JED SCARBORO, 557a Halsey St., Brooklyn.

**RETAILERS**, add a mail order department GEO. R. CRAW, 115 Dearborn St., Chicago, Ill.

**FOUR** to eight original common sense ads written to sell goods at \$5 to \$8 per month. EDWIN S. KARNs, 2347 E. 43d St., Chicago.

**HENRY FERRIS**, his **HE** mark, 1049 Drexel Building, Philadelphia. Advertiser and designer. Write for samples.

**STRIKING** display, not requiring cuts, and wording which wins confidence, are my specialties. Service, \$3 per month. C. H. STEMPER, Burlington, Iowa.

**100,000** 16-PP. and cover 4½ x 6, written, illustrated, printed, \$325. M. P. GOULD CO., "Medical Advertisers," Bennett Bldg., N. Y. Samples submitted.

**"JACK THE JINGLER'S"** best of fads in writing rhyming business ads. Of path and point, for every use. His New York address is 10 Spruce.

**WRITING** and illustrating for general advertisers only. All kinds of business literature. High prices, but effective work. Newspaper ads a specialty. F. CROSBY, 108 Fulton St., N. Y.

**LAUNCHING** a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

**AD CONSTRUCTORS** will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. F. ROWELL & CO., 10 Spruce St., New York.

**"THE** world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We write convincing advertising and illustrate it too if you like.

THE HEBER MACDONALD CO.

St. James Bldg., New York.

Phone 1748 Madison Sq. B'way & 36th St.

**ADWRITERS** and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

**O**F course "hearsay" helps me somewhat, but samples of my actual work enable their recipients to "size me up" accurately. I seek opportunities to mail such samples to interested correspondents for the simple reason that most of my best clients have been so gained. I make Catalogues, Price Lists, Booklets, Circulars, Folders, Mailing Slips and Cards, Newspaper and Trade Journal Ads., and my "doings" are very apt to be unlike other people's. Sending for my samples will cost you nothing and commit you to nothing. Postal cards will not be noticed. FRANCIS I. MAULE, 402 Sanson St., Philada.

**At This  
Office**

**10 Spruce St.,  
New York.**

Geo. P. Rowell & Co. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

A decorative border of stylized leaves and vines runs along the left and top edges of the page, framing the main text.

# THE WICHITA EAGLE

## IS THE ONE

Associated Press Morning Paper in Kansas that has grown steadily in circulation and influence from the date of its first issue. It has never resorted to premium or clubbing schemes of any kind or nature. Its field is . . . . .

### Southern Kansas, Oklahoma and the Indian Territory

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**S. C. BECKWITH SPECIAL AGENCY**

Tribune Building, New York.

The Rookery, Chicago.

**R. P. MURDOCK, Business Manager**



**EAGLE**

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# ...WICHITA...

Is the purchasing center of 250,000 population within a radius of 200 miles of Wichita, which is the Eagle's field. . . . .

# ...WICHITA...

- Is the Grain Center
- Packing House Center
- Railroad Center
- Retail Center
- Milling Center
- Wholesale Drug Center
- Wholesale Grocery Center
- Wholesale Dry Goods Center
- Wholesale Implement Center

Of Southern Kansas, Oklahoma, Indian Territory, Panhandle of Texas and Eastern New Mexico. It is the great supply point for the new country to be opened in August, which will reach a population in one day of fifty thousand people. The Eagle has won because of its environments and its special field. . . . .

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate. Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line, 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted, discount five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 11, 1901.

THE prime requisite of an up-to-date patent medicine seems to be that it shall fit the purchaser's pocket both in price and package.

THE thousands of bright advertising ideas that have been used are as nothing to the tens of thousands that remain to be discovered and utilized.

PLAIN facts, plain prices, plain sense and plain-spoken, straightforward exposition in plain type—these are the things that successful ads are made of.

AN advertisement is effective only when it gives information about something that meets an existing need, or something that is meant to fit a need that lies dormant.

AN ad crowded with display lines is as unwieldy to the eye as an overgrown, soggy booklet is to the hand. A light, neat, attractive handful and eye-ful should be the rule in both cases.

THE testimonial is admittedly one of the most telling forms of advertising, but its value is increased tenfold when it is timely, as a malaria testimonial in spring, or a letter coming from some one who lives in the locality in which it is printed, or from a person in the same trade or business as those whom it is meant to reach, as a baker's testimonial for bakers, an iron moulder's for foundry employees, and so on.

THE "when" and "where" of reaching readers is fully as vital as the "how."

DESCRIBE the article very minutely. When a person is interested in an article, he wants to know all about it.

THE Clinton (Iowa) *State Advertiser* has been changed from a tri-weekly to a daily. The direct reasons for that change are that the farmers are now able to get their papers daily, owing to the rural delivery routes being now established.

FRANCIS JUDSON TIETSBORT, care of Hearst's *Chicago American*, Chicago, seems to be an up-to-the-times reporter. In a cleverly written folder which this scribe distributes among a selected list of names, he advertises for tips and news items, putting every facility for transmission of cues at the disposal of would-be patrons.

ARTEMAS WARD is preparing the advertising campaign for "Hand-Sapolio," a product which has been in practical use for twenty-five years, although it has never been advertised before. "Hand-Sapolio" is for toilet and bath, and we may look with pleasure upon the new publicity, whose excellence will undoubtedly equal that of the long pent-up goodness of "Hand-Sapolio."

THE word "cheap" might as well be cut from an advertiser's dictionary altogether, for it has fallen into evil days and become degenerate. Stormonth defines it as "low in price for the quality; not dear as prices go." If it meant this alone it would still be an eminently good word—in fact, there is no other in the language that symbolizes this idea so concisely. But constant use in ads of the bargain counter and "sheriff's sale" kind has dulled its meaning. To say that an article is cheap is to put a stigma upon it.

WE never could make special publications, posters or signs pay in any sort of comparison with regular newspaper advertising.—*Gimbel Brothers, Philadelphia.*

THE August issue of the *Efingham (Ill.) Country Postmaster* contains an interesting address by Hon. C. A. Rasmussen, postmaster at Red Wing, Minn., on the development of rural free delivery during the past two years. It is made clear that in less than two years rural free delivery has sprung from childhood to maturity. Besides benefiting advertisers, the free delivery system will exercise a far-reaching influence for good in rural districts. It will make life there pleasanter, and enhance the value of land and products.

THE *Brooklyn Eagle* issues the statement printed below, purporting to represent the number of agate lines of advertising matter appearing in the New York dailies named during the months of June and July of the present year:

Brooklyn Eagle.....	709,239	464,675
Herald .....	667,272	429,444
World .....	630,609	435,589
Journal .....	479,118	311,594
Times .....	406,512	310,480
Tribune .....	269,714	189,137
Sun .....	259,924	174,634
Mail and Express.....	257,187	177,606
Evening Journal.....	206,018	144,079
Press .....	203,445	140,038
Evening Post.....	202,836	151,619
Telegram .....	176,291	122,531
Evening World.....	138,633	78,610
Commercial Advertiser.....	132,713	92,013
Evening Sun.....	117,467	89,342

PRINTERS' INK, an American publication, has probably had more to do with successful business building than any other publication in existence.—*Birmingham (Eng.) Cycle Times*.

AN alliance for mutual interest and advantage has been concluded between the New York *Times* and the London *Times* which secures to this journal the exclusive right to the entire news service of its London namesake for the Continent of America. The broadening interest of the United States and the closer relations of its people with peoples across the seas give to this alliance between two newspapers of similar character in the two largest cities in the world a timeliness and public importance of which we trust a daily demonstration will be afforded.—*N. Y. Times, Sept. 2*.

ORIGINALITY in advertising is a good thing only when it is common sense originality.

It doesn't always pay to aim your advertising at your least intelligent reader. When the circulation of the average newspaper is sifted down it reveals about two per cent of readers who border on the illiterate. If one has a line of goods that is worthy of the patronage of the intelligent classes, as well as bright ideas for exploiting them, it is folly to lower the tone of an ad in an effort to catch the attention of this two per cent—or even five per cent. The great middle class predominates everywhere, barring a few sections that have been peopled by our later European arrivals, and it is safer to talk to the middle class exclusively than to descend to cheap methods—slang, or the circus barker style of hurrah. Between two per cent of the least intelligent and an equivalent proportion of the most intelligent, choose the latter.

THE *Commentator*, "a little magazine of non-conformity," to be published at 788 Broadway, New York, sends out the following breezy foreword: "A magazine of comments will be published on the first of October, entitled *The Commentator*. The comments will be mainly on such subjects as literature, the drama, art and music, with papers on various public men and public things. The policy of the magazine will be non-conformity. It will be a free magazine—free in speech and opinion. Its arms will be open to the author—thinker—who has something worth saying, and to the man whose manuscripts no editor has dared publish. We—the publishers—have no religion but God, no political ties but patriotism. We do not expect to set the Thames on fire, but we believe *The Commentator* will live long enough to learn the art of making good use of its voice. Do you want to subscribe? Sign the inclosed blank and return to us. Send no money until you see the magazine—then, if you don't like it, it will not cost you anything."

To be effective, your ad must be plain enough to be understood at its first reading.

USE a border. All space the border incloses is yours. All space outside the border is some one else's. A border individualizes an ad.

THE Southern Pacific Railway enjoys the services of a Specialist in Mere Words—feminine specialist, evidently—who fills space with things done in a sort of literary waltz time. "No lordlier or statelier tour can be conceived than one which wafts you by the ideal highway of bewitching dreams to the balmy delights of Texas," is a specimen, and "wafted" away by the spirit of the thing, the specialist offers, in the same ad, to carry folks to Japan and China by way of the "Occidental Ocean"—a body of water which, the Little Schoolmaster must confess, was not in geographies when he went to school.

THE United States now stands third in the list of coal exporting countries of the world. The coal export figures of the principal countries of the world in 1899 show that while Belgium slightly exceeded the United States in the total number of tons exported, her imports were more than one-half as great as her exports, making her net exportation of coal much less than that of the United States. The figures of coal exports during 1900 recently published by the British government, a copy of which has just reached the Bureau of Statistics, show that the coal exports of the three principal coal exporting countries—the United States, Germany and the United Kingdom—in 1900 were: United States, 7,558,000 tons; Germany, 18,055,000 tons, and United Kingdom, 58,405,000. Thus, while the growth of the coal exports from the United States shows a large percentage of increase, these figures of the exportation of coal from Germany and the United Kingdom show that the field occupied by those countries is still larger than that which the United States supplies.

IN regard to the anti-alcoholic advertising crusade that is about to be set a-going in France, and which was described in PRINTERS' INK of August 7, a correspondent writes:

I believe that such a crusade will defeat its ends by the very means that are to be used. It is proposed to distribute handkerchiefs, lamp-shades, mirrors, pocket-knives and toys bearing the legend, "Absinthe is a poison," in the hope that this bit of truth will be spread to an extent that will decrease the use of liquors. I am of the opinion, however, that this distribution will be the means of arousing interest in alcoholic drinks, and that the legend will constantly keep such drinks in the minds of people who would not give them thought otherwise, thus increasing temptations. Anything that makes an article known is advertising, even though it places it in an unfavorable light. The *New York Journal* has given the steel trust many pages of effective advertising gratis in the past few years, yet who would care for advertising of the sort? This campaign in France will be eminently able advertising of a bad idea, and will result in far more harm than good.

WANAMAKER'S New York ad-man recently gave about a half-column of his page in the dailies to a talk on advertising. Though it is difficult to say whether this sort of matter interests department store patrons, it is certainly of interest to readers of PRINTERS' INK:

"Eyes, Not Ears, the Sanctum Speaks.—Advertisements are unpopular. Readers are not hungry for them. For us it is important to create a demand for advertising as general reading. Our appeal is through the eye to the will. In hotels the awful detonation of the gong no longer announces meals and galls the ear. The bell is silent at the auctioneer's door; the tinkling of the scissors grinder's bell and the blast of the fish seller's horn are rare in city streets. Advertising, high and low, invokes the eye and ceases to claim the ear. In general literature hacks abound. They are of all degrees, great and little. Frequently pay depends upon padding. Padding is often stilted, mysterious, heavy—comically serious. Intelligent merchants cannot afford hacks as advertisers. Every word must tell directly. Lines are costly in metropolitan papers. The advertising literary man must earn his pay by packing—not padding. The story must be briefly told—success attends word-saving, and not word-wasting. How much rest would come to the reading public if all writers and authors had an advertising training? Papermakers and printers would lose heavily, but the world would gain much. This is simply an attempt to advertise our advertising—to make clear some reasons that should lead you to read it regularly."

## THE BEST CLASS OR TRADE PAPER.

The number of papers still under consideration in connection with the award of the silver sugar bowl to be given to the best class or trade paper has been reduced to four, viz.:

*Inland Printer*, Chicago.  
*National Druggist*, St. Louis.  
*Iron Age*, New York.  
*Machinery*, New York.

The Little Schoolmaster is still open to arguments in favor of any paper—any trade or class paper—that may be shown more worthy than each and every one of the four here enumerated.

DETROIT, Mich., Aug. 23, 1901.

Editor of PRINTERS' INK:

I wish to enter Leonard's *Illustrated Medical Journal* as a candidate for the class paper Sugar Bowl. My grounds for assuming that it has a position in advance of a great many trade papers are as follows:

First.—Its low advertising rates, considering its circulation.

Second.—Each advertisement is placed on a page with reading matter, where it will be sure of being seen; ads not grouped together either at the front or at the end of the reading pages, and so necessarily "skipped" by the reader.

Third.—Its long term of management under one individual, the undersigned.

My *Journal* caters to the wants of the country practitioner and small city doctor. I have made special endeavor, during the over twenty years' editorship of my paper, to secure articles pointedly written, of general scope and illustrated, that would be of practical use to the general practitioner of medicine. That this plan has been successful, I am assured of by my subscription list, which embraces almost every English-speaking portion of the globe.

The bulk of the 15,000 physicians in the United States are country and small city physicians; hence, my *Journal* at its very low advertising rates offers the best means of reaching this class of physicians on an economical basis. Yours very respectfully,

HENRI LEONARD,

Editor and Prop.

It will be observed that Mr. Leonard does not claim his journal to be the best of all trade papers, although he assumes it has a position in advance of a great many. The Sugar Bowl can only be awarded to one paper, and that fortunate paper must plainly be in a position in advance of all others.

As already stated, the Little Schoolmaster is still entertaining well founded claims of any trade or class paper. It would be interesting indeed if a still unheard

from claimant should loom up and become a formidable contestant through well presented facts of superiority.

## YANKEE GENIUS ON TOP.

Some well-known Lancashire paper making experts, says the *British and Colonial Printer*, have lately returned from a visit to America, made with the object of determining what is likely to be the nature of the threatened competition of that country in the paper making trade, and they report that without question America is preparing for a very big business in the production of paper for newspapers.

It is in this direction where the first features of American competition will be felt. Large firms with plenty of capital behind them are putting down new paper mills in thickly wooded districts, where there is a plentiful supply of water alike for manufacturing purposes, for electric power, and for the carriage of the manufactured article to the seaboard.

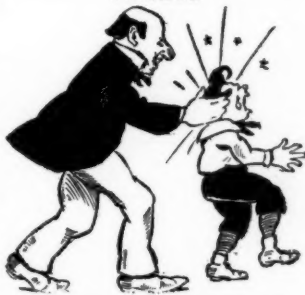
The most modern machinery for the manufacture of news reels is being put down, and the plant is estimated to yield an extraordinary output. It is clear, papermaking experts say, that the Lancashire papermaking trade, so far as news paper is concerned, will have to go under in the face of the new competition, which may be expected to be seriously felt within a year from now.

American makers have the advantage of a very cheap and full supply of timber for manufacturing paper pulp, they have cheap freight across the Atlantic, and they are starting this new enterprise on a scale of magnitude which cannot but have overwhelming effects on British manufacturers.—*Fourth Estate*, New York City.

## NEW PORTO RICAN PAPER

The *Puerto Rico Herald* is the name of a new illustrated weekly paper, printed in English and Spanish, and published at 156 Fifth avenue, New York. Luis Munoz Rivera is the editor. It is the organ of the Federal party.—*N. Y. Editor and Publisher*.

## STEREOTYPED ADVERTISING PHRASES.



"ONE BOX ALWAYS SUFFICIENT."

## NOTES.

THE Fresno *Evening Democrat*, Fresno, Cal., "the place where the raisins grow," sends out some attractive folders and blotters to advertisers.

HARRY ATWOOD PORTER, formerly manager of the Eastern office of H. G. Sommerman, is now in charge of the estimating and forwarding department of the Charles Austin Bates Agency.

E. E. VREELAND, formerly manager of the Associated Billposters' Protective Co., has assumed charge of the outdoor advertising department of the Charles Austin Bates Agency. Mr. Vreeland established the billposting department of N. W. Ayer & Sons.

THE Atlas Storage, Safe Deposit and Trust Company, 2029-2035 Market street, Philadelphia, use an exchange ticket holder and card case as an advertising novelty. The case is of strong, durable paper, convenient size, and the advertising matter is neatly arranged and printed.

By the establishment of an outdoor advertising department, the Bates agency is now in a position to do advertising of all kinds, and with this department in charge of Mr. Vreeland it is not altogether unlikely that this agency will soon be one of the largest billposters in the country.

WITH the June issue of the American Newspaper Directory, the publishers, Rowell & Co., send out testimonials regarding the worth of the directory. The American Newspaper Directory is one of the standard authorities on the newspaper interests of the country and is generally accepted as such by publishers.—*St. Louis Advertiser for Aug.*

A REPORT from the Census Bureau, Washington, soon to be made public, will show a large gain in the number of newspapers published in the United States. Massachusetts will have to yield its place at the head of the list to Iowa. Iowa, in proportion to its population, has more newspapers than any other State. The total number of printing establishments in the United States is 23,916, a gain of 7,916 in ten years.

How a bookstore may do excellent local advertising is exemplified in an attractive booklet of E. C. Fisher & Company, 3 East Main street, Battle Creek, Mich. The booklet has 12 pages,  $3\frac{1}{4} \times 6\frac{1}{4}$  inches in size, is handsomely arranged and bound within an illustrated cover in three colors. The contents cleverly mention the newest books on the market and quote some of the critics about them. Such booklets are for transient population and ought to prove of business value.

THE New York *Journal* has begun the publication in connection with its daily issue of a supplement called the Realty Record, the second issue of which appeared on Wednesday. The supplement consists of eight pages abundantly illustrated with halftones, and contains articles upon recent sales and an unusually complete directory of properties for sale in Manhattan, the

Bronx and the Borough of Brooklyn. It is the most complete real estate supplement issued by any of the daily newspapers.

THE booklets and folders of the Regina Music Box Company, 11 East 22d street, New York, are certainly to be mentioned as high-class advertising literature, their mechanical execution being well-nigh perfect. "Where Music Dwells" is a 24-page booklet,  $4\frac{3}{4} \times 7\frac{1}{4}$  inches in size, with an artistic cover in colors and gold. It contains a large number of halftones illustrating the process of making the Regina musical boxes. The reading matter is set in clear type, printed in brown ink and is interesting throughout.

"THE Story of Sparklets" is one of those interestingly written booklets which hardly fail to be read, and after they are read make a strong impression. This booklet is published by the Compressed Gas Capsule Company, of 1 Madison avenue, New York. It contains 16 pages,  $6\frac{3}{4} \times 9\frac{1}{4}$  inches in size, and a number of delicate, color-tinted halftones, illustrating the history, manufacture and practical use of Sparklets, a product which quickly gained its foothold among all classes. The cover of the booklet must be seen in order to be appreciated for its weird beauty.

THE Bell Tailoring Company, 70 East Madison street, Chicago, sends out a well worded circular of rather unique appearance. The top part of the letterhead is a fac-simile check printed in colors and good for one cent. The circular starts in: "Inclosed please find our check in payment for two minutes of your time to read our special offer. In connection with our old established cash business, we have opened a credit department, for the convenience of our patrons and the public that cannot pay cash for their clothes. If you are a salaried man, you can open an account with us, and we guarantee the prices the same as if you paid cash."

"UP in Maine," stories of Yankee life, told in verse by Holman F. Day, third edition, Boston, Small, Maynard & Company, is, as an introduction by Chas. E. Littlefield, of Rockland, says, a collection of unique sketches in book form. The book exemplifies "the stubborn strength of Plymouth Rock" as found on the Maine farm, the Maine woods and coast and the Maine workshop. The poems of Holman Day portray rugged independence, singleness of purpose, unswerving integrity, philosophy adequate for all occasions, the great realities of life and a cheerful disregard for the conventionalities of life. His subjects are rough diamonds. They have the inherent qualities from which great characters are developed and out of which heroes are made. Mr. Day is a prominent newspaper man in Eastern Maine and was for years on the staff of the Lewiston (Me.) *Journal*. He knows the political history of that State better than any other living man, the Hon. Joseph H. Manley, of Augusta, excepted. Mr. Day belongs to Governor Hill's military household with the rank of major. His home is Auburn, Me.

FROM FRIENDS ACROSS THE SEA.

BIRMINGHAM, Eng., Aug. 16, 1901.  
 Editor of PRINTERS' INK:

Under separate cover, we are posting you to-day copy of the August number of the *Cycle Times*, the official house organ of the above company. We sincerely hope that there may be something or other in same calculated to interest you. We would take this opportunity of conveying to you our very sincere thanks for much assistance derived from a regular study of PRINTERS' INK. Yours faithfully,

CYCLE COMPONENTS MFG. CO., LTD.

ROBERT MAULE & SON,  
 Princes Street, West End,  
 EDINBURGH, Aug. 15, 1901.

Editor of PRINTERS' INK:

I beg to inclose a few sample ads from this side of the pond. We use the *Scotsman* entirely, and appear never less than three times a week. Front page, double column, top right-hand corner is our invariable position. The *Scotsman* has old-fashioned ideas as regards type and display, and I have had many a stout fight to get even the very moderate concessions I make use of, white space being for some inexplicable reason abhorrent to the managerial mind.

I may claim without boasting that ours is a long way ahead of any store advertising on this side, and this style of thing has resulted in the rapid building up of one of the most important businesses in Scotland.

I got my training with the *Washington Star* and returned home to make use of the ideas.

Our three day a week announcements are regularly read by the ladies of Edinburgh, as the immediate results prove.

The Little Schoolmaster in his latest number invariably reposes at my right hand, and back numbers have careful preservation.

With frank and grateful acknowledgment of many hints received from your bright little weekly and hope of getting many more, Yours faithfully,

T. H. R. PRING,  
 Advertising Manager.

ALMANACS.

F. P. CUMMINGS COMPANY,  
 Manufacturing Druggists,  
 ROANOKE, Va., Aug. 28, 1901.

Editor of PRINTERS' INK:

We want to get out an almanac this fall advertising our remedies, and write to ascertain, if possible, where we can get such information as we will need in compiling same, such as weather forecasts, eclipses, moon's phases, etc. Could we buy plates for this part of the book, and from whom could we get them?

F. P. CUMMINGS CO.

SUBSCRIPTION AGENCIES.

NEW YORK, Aug. 27, 1901.  
 Editor of PRINTERS' INK:

Can you favor us with the names of the leading agencies procuring subscriptions to newspapers and periodicals, and greatly oblige.

Very truly yours,  
 THE CAST PUBLISHING CO.,  
 Per B.

A KANSAS SCHEME.

"THE LEAVENWORTH TIMES,"  
 LEAVENWORTH, Kas., Aug. 28, 1901.

Editor of PRINTERS' INK:

As a matter of interest I would call your attention to a novel scheme of advertising which has lately been adopted with splendid results. Mr. Ditzell, who has long been very successful in the retail buggy business and also sewing machines, recently established a piano and music store. On opening his music store here a few weeks ago he devised a scheme, to be used in connection with his newspaper advertising. He advertised that every caller at the new store would receive a ticket entitling him to a chance on a high-grade sewing machine to be given away at the end of the first week. Every caller was given a ticket whether he made a purchase or not, and the result was that after four days Mr. Ditzell had the names of nearly three thousand persons. Now the manner in which this giving out of tickets is conducted gives the plan its advertising value. The people come to the store; there they are given a chance on the sewing machine to be given away. Mr. Ditzell then takes their name and address, asking them a few questions and making notes opposite their names in the ticket book. Here are the questions he asks them:

- "Have you a sewing machine?"
- "What kind of a machine is it?"
- "How old is it?"
- "Have you a piano?"
- "Any musical instrument?"

The answers to these or similar questions written in this book give Mr. Ditzell a directory of the city that is almost invaluable. He told me that he expected to secure at least five thousand names of residents of this county. The value of the scheme lies in the fact that Mr. Ditzell learns at once the names of people who are prospective customers, and consequently wastes no time in reaching them either by mail or by personal solicitation.

W. EDWARDS,  
 Advertising Manager.

MAINE'S PIONEER ADWRITER.

BANGOR, Me., Aug. 30, 1901.  
 Editor of PRINTERS' INK:

I see by Mr. Wm. Hy. Beable's letter in PRINTERS' INK of August 28 that the gentleman is considerably exercised over the "pioneer adwriter of Maine," and thinks the title, which was associated with my name in a recent article in PRINTERS' INK, had better be transferred to another man.

For Mr. Beable's edification, I will add that adwriting "behind the counter" in Maine was in practice in Hallowell about a hundred years ago, and that Bangor merchants labored over their newspaper advertising copy as long ago as 1815.

Very respectfully yours,  
 FRED H. CLIFFORD.

KEEP OUT.

Don't go into the mail order business when you feel that you have not the ability to make a success in other business.—*White's Sayings*.

## A DUTIFUL PUPIL.

ALFRED EDMONDSON,  
Cash Ironmongery,  
Queen Street,

MORECAMBE, Eng., Aug. 19, 1901.

My Dear Schoolmaster:

I am sending per this mail a few of my recent ads, on which I want your criticism. I have tried and tried hard to follow your teaching and catch your spirit. If I have failed it's not for want of trying.

How do the ads I send compare with the general run of hardware ads in the "land of good advertising"?

Your paper was the first I ever read on advertising subjects, and through its teaching being put into practice my business turnover increased more than double in three years.

You have two departments that appeal very strongly to me—Jones and Dixie. I wish you had more such like—as many more as you please—more the merrier.

Thanking you for any information you can give for the betterment of my ads, believe me,

Your dutiful scholar,

A. EDMONDSON.

The ads submitted by Mr. Edmondson are of conspicuous excellence both in display and writing. They show the results of a careful study and appreciation of the Little Schoolmaster's teachings. They are too large, however, to admit of convenient reproduction.

## QUAKERS AROUSED.

N. W. AYER & SON,  
PHILADELPHIA, Aug. 29, 1901.

Editor of PRINTERS' INK:

In your issue of the 28th inst. is a strange claim, put forward by Mr. Jas. E. Campbell, that an advertisement for Uneeda Biscuit was taken from a Republican primary election ticket in the First Ward, Kansas City, Mo.

The advertisement in question, "Lest you forget we say it yet, Uneeda Biscuit," was written nearly three years ago, and has been published in every State in the Union. The comment of your correspondent shows that by persistent advertising you can reach everybody. Mr. Campbell is probably the last man.

If your correspondent continues his intelligent interest in advertising he will hear, in time, of a famous advertisement of the British Empire, written by a man named Kipling, under the display line, "Recessional." Three years ago intelligent people were discussing the "Recessional," and the refrain, "Lest we forget," proved one of the "catchiest" phrases ever coined by an advertisement writer of Mr. Kipling's class. This line was adapted to serve Uneeda Biscuit; the second line of the couplet was originated, and the advertisement did its work well.

Very truly yours,

N. W. AYER & SON.

## ABOUT NEGATIVES.

The man who advertises "what he is not" is indulging in a form of money spending that will continue to cost considerable money.—*White's Sayings*.

## HOW DID IT SUCCEED?

WEST UNION, Ia., Aug. 30, 1901.

Editor of PRINTERS' INK:

An Eastern publication called the *Financial Review* some time ago put into operation a plan for the securing of subscribers which is not entirely devoid of interest to advertising people.

In at least one city of the Middle West more than 500 letters were received by business men, proposing, in consideration of \$5, the price of a year's subscription, to publish a nice half-column notice of the subscriber. "Fill out the inclosed subscription blank," was the suggestion in effect, "write up something nice about yourself, forward it to us with \$5, and we will find room for it."

In this particular city the scheme did not catch on. It was directed to the better class of business men, and they are not easy victims of this sort of temptation. They failed to see in the write-up an advertisement of any value. I am wondering what success the scheme met with elsewhere. Has the subscription list of the *Financial Review* increased by leaps and bounds recently?

D. H. TALMADGE.

## NOVELTIES.

114 Fifth Avenue,  
NEW YORK, Aug. 28, 1901.

Editor of PRINTERS' INK:

Give us the names and addresses of dealers in advertising specialties, and the names of such dealers who get up unique, high-class advertising matter or novelties—for instance, such as could be presented to the bankers of this and other cities. Yours very truly,

THE J. A. WILKENS COMPANY.

The Whitehead & Hoag Company, Newark, N. J., or Livermore & Knight Company, Providence, R. I., are concerns of this character.

## INFORMATION WANTED.

Office of

"THE HIGH SCHOOL MIRROR,"

QUINCY, Ill., Aug. 28, 1901.

Editor of PRINTERS' INK:

We would like the addresses of firms (1) who print Presbyterian parish papers (ones in which there is part general news and part local), i. e., a religious ready-print; (2) who make stencils, especially adapted for addressing newspaper or magazine wrappers. Address,

A. J. FISCHER, JR.

## A GREAT FORCE.

Advertising is the greatest constructive force yet evolved in the science of business, and business is a science in every sense of the word. So is advertising. This is being demonstrated every day by the fact that there are many ways of being successful in business that were unthought of the day before. In every success the force that won was advertising. It won because the parties who used it made a study of it just as much as they did any part of their business. They invested their money only where it was most likely to bring returns.—*Ottumwa (Iowa) Courier*.





## PICTURES BY WIRE.

To telegraph a picture to New York from Washington so that the picture is successfully reproduced in a New York newspaper on the same night seems beyond belief, but it has been done by a new fac-simile telegraph. The process is a comparatively simple one. A zinc enlargement is made of a halftone reproduction and the depressed portions are filled with melted sealing wax—a non-conductor. The surface is scraped smooth and the plate is bent around the cylinder of the transmitting machine. A stylus is made to glide over the plate, making or breaking the circuit as it meets the metal or the wax. On a sheet of common paper curled about the cylinder of the receiving instrument, hundreds of miles away, a fountain pen traces the work of the stylus. The two machines are made to work in accurate unison. The picture is sent quickly, the rate of speed being an inch a minute, or the entire picture, if of cylinder length—eight inches—in eight minutes. If the picture is coarse and half the number of lines are required it can be sent in four minutes. The space occupied by the picture could be filled by a verbal telegraphed message in the same time. Allowing forty minutes for the making of the zinc plate, ten for transmission, and thirty for getting the reproduced picture ready for the press, the picture can be printed in the newspaper office in a little over an hour and a quarter after the plate is received at the transmitting machine. Machines for duplex transmission, by which the same instrument both sends and receives a picture simultaneously, are being constructed, so that by two such machines four pictures can be sent at once over the wire. This will reduce the time of each one-fourth.—*World's Work*.

## SOME MEN.

Some men start an advertising campaign, and the moment they strike rough seas they haul down every sail, and often are not content without cutting down the masts. The business which never has rough seas to cross never advertises, and for a very good reason—it does not exist.—*Our Wedge*.

## SEVERAL SIDES TO THE QUESTION.

A great deal has been said lately about newspapers having advertisement writers in their employ. I think the newspapers see more sides to this question than those who have been writing about it or more papers would have followed up the idea. I am not saying that it is a bad idea for a paper to have such help, but there are some features of the subject that have not been brought out. If I am a cranky merchant and you send a man to me who will take charge of my advertising and write it for me if I will put it in your paper, I may, perhaps, think that I know more about my business than he does, and that if I am running the right kind of a store, and am in earnest in my work, I could, perhaps, put more enthusiasm in my ads than he could and would tell him so. Then if I see one of my competitors doing some better advertising than I am, will it not throw the paper in the light as helping my competitor? Even if you only suggest and advise how are you going to make me believe that you do not write his ads? If he should say something in his ads that reflected on my store or my goods, might I not lay the blame on the paper, as coming through its advertisement writer? If the writer did study my store for methods and strong points, would he not also find the weak ones; and however fair he might want to be, would there not be a temptation for him to bring these points out in my competitor's ads? If my competitor did bring out strong points in his store that I did not have in mine, would I not think that the writer suggested these things?

The more a solicitor knows about advertising the better, of course, but when they get to planning and writing advertising for the patrons of the paper, it seems to me they are liable to queer as many who are already advertisers as they get in by their help.—*Advertising World*.

## TOMBSTONE ADVERTISING.

The practice of blending business announcements with mortuary notices is an old one in England and other parts of Europe. It has not yet, thank heaven, come into vogue in this country, and we are in no hurry to welcome it.

In Dagenham churchyard, Essex, England, the following quatrain is cut upon a tombstone at the entrance gate: "Here lies John Steere, Who, when living, brewed good beere; Turn to the right, go down the hill, His son keeps up the business still."

In the Liverpool cemetery we are confronted by an announcement of this character:

"Sacred to the memory of Joseph Summers, Everywhere known as the best of plumbers, Succeeded in business by Thomas Shaw, Who was the deceased's son-in-law." —*Fame*.

THE ad that does not advertise brings its own adverse criticism in lack of results.

## SOME ADVERTISING ON BOARD THE CARS.

By Sam E. Whitmire.

Shortly after the New York Central trains depart from the Grand Central station, a porter passes through the coaches distributing a folder which tells about the particular train you happen to be aboard. If you leave at 6 p. m. the folder tells you the train is "No. 23," known as the "Western Express," and that it stops only at points where arriving and leaving time is shown, as indicated by dark-face type. The second page is headed, "Where and When We Eat," and after stating that the meals are \$1 each, this request is made:

### A PERFECT SERVICE.

It is the desire of the management of this company to give the public as perfect service as can be made, and patrons will confer a favor if they will promptly report to the undersigned any inattention on the part of employees or inefficiency in the service. All such reports will be treated as confidential, if desired, and will have prompt attention.

GEORGE H. DANIELS,  
General Passenger Agent.  
Grand Central Station, New York.

The third page tells about all the passenger could wish to know about the dining service and the checking of parcels. Page four gives the menu all the way from "Cream of Lettuce" to "Coffee-Deuri-Tassee." Page five contains the wine list, followed by the cigar list, and ends up with: "Playing Cards 25c. pack." Page six tells you about the trains on which you can return to New York. It makes no difference which of the 22 trains you take, or where you take it, you'll be given a folder that will answer almost every question that could be asked. I watched the passengers. They studied the folder from end to end. They put it away for reference. I call this mighty good advertising.

On the trains of the Nickel Plate Road between Buffalo and Chicago a neat little booklet called "Train Itinerary," is handed to every passenger. This road operates three express trains daily—Nos. 1, 3 and 5. This booklet gives a summary of the trip, connections with

trains at junction points, and describes points of general interest to passengers. The booklet is most interesting to the passenger, especially on the first trip over this road.

The Lake Shore, from Buffalo to Chicago, also supplies each passenger with a folder containing many facts about the train and the trip. The catch line used by this railway, "Progress and the Lake Shore, one and inseparable," is printed on all advertising matter. The Lake Shore folder tells all about the dining car service, gives a map of the route, condensed through time tables, gives the arrangement of all through cars, local time tables, names the privileges of summer and autumn travel, gives local connections, valuable information about time, tickets, baggage, disputes, etc.

Passengers on all through trains on the Erie are supplied with a 32-page folder called "Erie Time Tables." It gives a map of the system, tells all about the through trains, main lines, divisions and branches, etc. Beginning on page 14, Mr. D. I. Roberts, the general passenger agent, begins his advertising to catch the Pan-American Exposition travel.

On the Baltimore & Ohio Railroad, between New York and Washington, instead of calling out "Dinner Is Now Ready in the Dining Car," in the old way, a waiter passes through the coaches and distributes a dainty little circular printed in Royal Blue. This circular tells that the meal is ready—"all delicacies in season. Unexcelled service. Table d'Hôte \$1.00." On the reverse side is the statement that the dining car has "An up-to-date cafe in which a specially prepared luncheon is served a la carte. Choice wines, liquors and cigars." Before reaching New York, Philadelphia, Baltimore and Washington, the B. & O. has a folder distributed through all of its trains telling of the electric cab service. Rates to all parts of the cities are quoted.

On the trains of the Queen & Crescent Route, running south from Cincinnati, passengers are

supplied with a booklet giving complete time tables, views of Southern scenery, facts about Mardi Gras, etc. The population of each stopping place on the route is given—an illustrated explanation of the electric block signals, a talk on "Railroads and Labor," a sketch of Asheville, N. C., and the "Land of the Sky," a list of the books issued by the Q. & C., and much other information. The matter it put up in such excellent shape that Mr. W. C. Rineorson, the General Passenger Agent, must be put down as a good advertiser.

On all of the best railroads, the table linen, the silverware, the towels, the glass ware, the crockery, and even the little whisky bottles, all have the name of the road made in them. I was told that many of these articles are carried away by collectors, but that as each piece contains the railroad name, it is considered good advertising.

#### IN NEW HAMPSHIRE.

The development of the New Hampshire Publishing Co., of Manchester, N. H., in the two years that it has been under the management of George Franklin Willey, has been phenomenal. Its latest manifestation of enterprise is the absorption of the Kendall syndicate of papers issued from Concord, which, added to its previous list, makes a total of more than fifty newspapers covering the most lucrative, from a newspaper point of view, in the State.

One of the missions of the New Hampshire Publishing Co. seems to be to acquire by purchase such of the country newspapers as have an established reputation and reliable circulations, and by retaining the editor as manager in his special locality to create a strong staff of editors and correspondents and thoroughly cover the local news of the towns in which its publications circulate.

At the same time it gives its patrons a better paper, for which its facilities are ample, and which no small town can hope to equal.

Fully equipped with typesetting machines, modern presses and mechanical facilities, with an up-to-date engraving department and a strong corps of writers, it is giving good service in the country newspaper field, and has gained a strong hold throughout the State. Its manager is constantly on the lookout for new features and methods of improving its publications and the service it renders its subscribers and advertising patrons.—*Caxton Caveat*.

THE advertisement that sounds well does not necessarily have the truest ring.

#### IN DAYTON.

The most expensive advertising is the cheapest advertising. What we mean by that is that advertising space which sells for practically nothing has no value and money expended for it is lost. Some merchants are willing to spend ten cents an inch with one newspaper, fifteen with another, and by the procedure reach seven thousand people. If another paper asks twenty-five cents and reaches over fifteen thousand people, the doubting Thomas fails to perceive that the high-priced proposition is the cheapest. The purchase of advertising is not the mere paying for so many inches of space in a newspaper; it is giving the publisher a stipulated amount of money for giving to his wares the greatest amount of publicity possible. The merchant buys calico by the yard, and he must expect in this day of intelligent advertising to pay for advertising by the per thousand circulation.

It is a matter of pride that Dayton has some of the shrewdest advertisers in America. The old ante-diluvian method of running an advertisement for a month without change, in fact, even repeating it without alteration, does not appeal to the smart merchant any more, and the newspaper which attempts to encourage the appearance of an advertisement without change twice or more is simply injuring itself because it weakens the pulling power of advertising. The *News* was the pioneer in the local field in compelling changes in advertisements. The value of the innovation is now admitted on every hand. Within the last five years some stores have grown marvelously, and the stupendous development has shocked competitors. Old stores have stood appalled at the advertising expense of "infants." The stores were perhaps smaller, but the advertising bigger, more regular and incomparably more in the aggregate. While the conservative was predicting disaster, the merchant who believed in advertising because he found it paid was adding to his advertising expense rather than diminishing.

The *News* has within the last three years made four advances in advertising. Competitors and some merchants as well shook their heads when the last arbitrary increase was made to a figure equalling the price of any two papers combined. But the merchants were not long in pronouncing that instead of the advertising under the new rate card being more expensive, it was cheaper, because the marvelous growth of the circulation in the city of Dayton and in all contiguous towns brought larger returns comparatively.—*Dayton (O.) Daily News*.

#### A BOY CRITIC.

Conan Doyle says that he likes a boy critic, "a boy who will chuck down the book and call it rot or will read it through twice and call it ripping." The Tattler has had considerable experience with boy critics and he can testify that Doyle is right. Boys are shrewd and they do not hesitate to say just what they think. The Tattler would not object to take a boy's criticism in preference to that of many professional men.—*The Book World*.

## TRADE PAPERS.

It seems to me that there is nothing in the world quite so utterly and hopelessly bad as the general run of trade paper advertising. This seems very strange, indeed, when it is considered how much is being said and written nowadays about the necessity for good advertising and the way in which good advertising matter should be prepared.

Trade paper advertisers, as a class, seem to shut their eyes to the plain, palpable facts of the case. They seem determined to go right on in the same old way their grandfathers went, saying nothing in particular and saying what they do say very badly.

This course has done an almost incalculable injury to the trade papers.

Thousands of concerns have stopped advertising after trying it awhile, and circulated the report far and wide that this and that trade paper was no good—that they had advertised in it for months and never got any returns.

Of course this is very bad for the trade papers. It means a heavy money loss for what in nine cases out of ten the trade paper is in no wise to blame.

Many advertisers seem to have the idea that if they pay for space they are entitled to results. They are entitled to nothing of the kind.

Results come to those who tell their story in the proper way and take proper care of the appearance and general make-up of their advertisements.—*Charles Austin Bates.*

## AMERICAN GENIUS.

The genius and cleverness of the American advertiser have revolutionized commerce and industry. It is today the most striking feature of American ascendancy in the world of trade. The creation and invention of new advertising ideas and schemes for placing the merits of new commodities before the consuming classes is a profession that now engages some of the best talent in the land. It is an American art, full of the dynamics of the twentieth century commercial prowess.—*Chicago Record-Herald.*

## ARRANGED BY STATES.

Advertisements under this head 30 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

## ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kemspeville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

## ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

## MAINE.

THE Rockland (Me.) DAILY STAR is the only daily in Knox and Lincoln Counties. "Advertisers get best and quickest results from the daily paper."

## MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves! You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

## NORTH CAROLINA.

THE best advertising proposition in the semi-weekly field in North Carolina is the TIME-DEMOCRAT. Investigate it.

## OHIO.

TO reach mail order buyers, try THE MONTELY; 10c. a line; circ'n 25,000; Youngstown, O.

## WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,415.

## CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

## BOTTLING.

If you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1883.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

## "WHAT HAPPENED TO WIGGLESWORTH."

book of humorous sketches, just published by Dickerman & Son, Boston, is by W. O. Fuller, editor of Rockland (Me.) Courier Gazette. Will be on sale everywhere, read by everybody.

We await your inquiries

Est'd 1853. *Gordon & Gorton* 15 St. Bride St., LONDON.

British Advertisers' Agents.

**The Frost (Minn.) Record**

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

If you want the best results  
and the largest returns  
for least money,

USE		
<b>Barnum's Midland Farmer</b>		
30,000		Rate 14c
St. Louis, Mo.		

It reaches prosperous and progressive farmers who have money to spend and who buy of its advertisers  
W. M. BARNUM, Editor.

**RIPANS**

Ripans Tabules have saved me many doctor bills and I am willing to tell my friends what good can be secured by using them.

One Gives Relief.

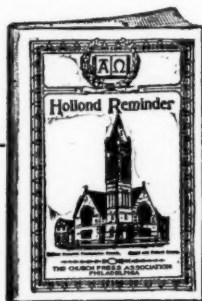
**THE FARM-POULTRY**

**WOULD YOU** not suppose that a paper that goes to about every poultry farmer, and about every farmer who has poultry in a given territory would pay advertisers?

**Farm - Poultry**

does this, and it does pay advertisers. Many of them have told us so in the past, and continue to use the paper which is evidence that they believe what they say. Will you come in with them? Write for sample and rates to

**I. S. JOHNSON & CO.,**  
22 Custom House St.,  
**BOSTON.**



1890

1901

**Thirty Different Church Magazines**  
published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

**A DIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH**  
for a different Church—the 30 in 30 days.

**AN EXCELLENT ADVERTISING MEDIUM**

for the general advertiser. Used and endorsed by the best firms. Carry the following ads. Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hire's Root-beer, Electro Silicon, Knox's Gelatine, Uneda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to

**THE CHURCH PRESS ASSOCIATION**  
200 South 10th St., Philadelphia, Pa.

## THE SAINT PAUL GLOBE

is the official paper of the city.

C. H. EDDY, Eastern Representative,  
10 Spruce St., N. Y.

## Youngstown, Ohio, Vindicator

DAILY:	SUNDAY:	WEEKLY:
<b>10,000</b>	<b>10,000</b>	<b>9,600</b>

LEADING DAILY IN NORTHEASTERN OHIO.

*For Rates Address*

**LaCOSTE and MAXWELL, 38 Park Row, N. Y.**

Tel., 3293 Cortland.

SPECIAL NEWSPAPER REPRESENTATIVES.

## *In The Public Eye*

## The Joliet Daily News

bears an unquestionable reputation for truthful advertising, accuracy in news reporting, popularity and enterprise.

Introduce your ads through this influential medium and the prompt results will prove with what high favor it is received.

**"EVERY INCH OF SPACE GUARANTEES THIS BACKING."**

## The Patriot

**HARRISBURG, PA.,**

is a paper that goes into the homes. It does not acquire a large circulation through street sales. Thousands of its subscribers do not take any other newspapers. Do you realize their purchasing power? Do you want their patronage?


# The Evening Journal

JERSEY CITY, N. J.


"The Evening Journal is the best paper in the city."—Statement of Jersey City Advertisers.

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.


EVERY SATURDAY



## SPORTING LIFE



Base Ball, Trap Shooting  
and General Sports



For 18 Years the Acknowledged Authority  
Advertising Rate, 15 cents a line.  
Sporting Life Publishing Co. Philadelphia, Pa.

THE HOME MAGAZINE stands for "The Home" in the broadest sense of the word; the home of the old as well as the young—the home of the father, husband and brother, as well as the home of the mother, wife and sister. *The New York*

## HOME MAGAZINE

goes to

### 75,000

home-makers every month, of whom 45,000 are paid subscribers. It is more eagerly looked for and cherished than any other ten-cent magazine. It offers a rich field for advertisers. Rates may be had on application at any of the leading advertising agencies or of

**CHAS. D. DICKENSHEETS,**

ADVERTISING MANAGER,

116 Nassau Street,

New York.



# SPECIAL EDITIONS of *PRINTERS' INK*

DRUGGISTS,  
WHOLESALE  
AND  
RETAIL, . . .

PRESS DAY,

October 2.

This special issue will call for about 37,000 sample copies, making it the largest issue of the series.

Druggists offer the most promising field for coming advertisers, and the opportunity for leading them to consider a good newspaper by advertising in this issue of PRINTERS' INK is exceptional.

Once the sample copy of PRINTERS' INK gets into the hands of druggists addressed, every part of the paper will be read.

Advertising rates: Page, \$100; Half, \$50; Quarter, \$25. Display, by the line, 50 cents; Classified, without Display, 25 cents.

Other special editions are:

**CIGAR MANUFACTURERS,**  
PRESS DAY, OCTOBER 30.

**SEED AND NURSERYMEN,**  
PRESS DAY, NOVEMBER 27.

**DISTILLERS,**  
PRESS DAY, DECEMBER 31.

Every advertising medium that seeks to increase its patronage among general advertisers, and believes in its own merits, or has an announcement to make which will interest advertisers, will do well to take advantage of the opportunity for advertising itself strongly and well in these special editions.

Advertising rates are the same for each issue. Page \$100, half and quarter pages pro rata.

*Orders and copy sent at once will receive prompt attention. Address*

**Printers' Ink,** <sup>10</sup> Spruce Street,  
New York.

# WHEN WERE YOU BORN?

HOROSCOPES (ASTROLOGICAL READ-  
INGS) FREE TO SUBSCRIBERS TO

## The Magazine of Mysteries

Now Only 25 Cents for Six Months.  
After October 1st, \$1.00 a Year.

**THE MYSTERIES OF DREAMS** and their meanings are freely treated in *The Magazine of Mysteries*, a handsome publication of 32 large-sized pages—\$1.00 a year. Until October 1st, to new subscribers only 25 cents for six months' subscription.

**GLORIFIED VISIONS.**—The appearance, in spirit, of a Yankee's (N. Y.) beautiful young lady shortly after her death to a company of friends, and was plainly seen by ten persons, who attest to this fact—two full pages, with illustrations, in *The Magazine of Mysteries*. Single copies, 10 cents. Only 25 cents for six months until October 1st. Regular price, \$1.00 a year.

**"A SPIRIT HELPED ME TO WIN BACK MY FORTUNE: MY LAST GAMBLE!"** is a highly interesting illustrated story told in *The Magazine of Mysteries*. Single copies, 10 cents. You can have six numbers for only 25 cents now. After October 1st, \$1.00 a year.

**OCCULT POWERS** is one of the large number of special departments which is most exhaustively treated in *The Magazine of Mysteries*. Each number is absorbingly interesting. New subscribers until October 1st at 25 cents for six months' subscription. After October 1st, \$1.00 a year.

**HYPNOTISM** is a most alluring topic, and is uniquely treated by special features in *The Magazine of Mysteries*. Have you subscribed? You save money by sending now. It is now only 25 cents for six months.

**HOROSCOPES READ** for subscribers without charge. When remitting for your subscription (25 cents for six months if before October 1st, send date of birth (day of month and year). If you want to see a sample copy before subscribing, send 10 cents.

**LOVE, MONEY AND MYSTERY** are all treated in *The Magazine of Mysteries*.

**GRAPHOLOGY, PALMISTRY AND HIDDEN POWERS** are each discussed freely by experts in *The Magazine of Mysteries*.

*The Magazine of Mysteries* contains special articles on Messages from the Spirit World, Cure of Poverty, Life Vibrations, Astrology, Occultism, Psychic Phenomena, etc.

The magazine is of intense interest and entirely different from any magazine now published. To anyone interested in matters of the mysterious and what intelligent persons is not the magazine is of absorbing interest. Any single number is worth the price charged for a year's subscription.

Send your subscription to **THE MAGAZINE OF MYSTERIES**, 22 North William street, New York City, N. Y.

What Intelligent People Say  
Ab ut "The Magazine of Mysteries."

No. 387 Jersey St., San Francisco, Cal.,  
August 20, 1901.

MAGAZINE OF MYSTERIES,  
22 North William St., New York.

DEAR EDITOR: I must write immediately to acknowledge the receipt of your letter of the 12th inst., in reply to my subscription. Two days later the May and June numbers of your charming magazine were received.

I can find no words strong enough to express the fascination, the delight, and the entrancing interest with which I have read them—DEVoured would perhaps be a better word.

It is something so novel—so entirely different from the common routine of magazine work in general, that it cannot fail of an immense success; lifting, as it must, the heart and mind of every thoughtful reader, above the cares, discouragements and disappointments of this lower life, to something better, brighter, happier, beyond. The whole tone of the publication is so elevating and ennobling, and withal, so sweet and true, that it must place every sad and struggling soul EN RAPPORT with higher and nobler thoughts, encouraging and strengthening.

For myself, it seems to bring me nearer the adored ones who have left me. I cannot be thankful enough for the strong impulse which caused me to send for it.

All my life I have been a strong and enthusiastic believer in and student of the occult and the psychic—and the more I investigate the more fascinated I become. My work is largely of a literary nature, as manager, proofreader and correspondent, and I heartily congratulate you on this brilliant new departure and achievement in journalism. Cordially yours,

(SIGNED)

MRS. KATE S. HOWARD.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The suburban pleasure park that has attractions and does not advertise them, is missing an opportunity to swell its receipts at a very small expense. Of course, the daily papers may be expected to print what is going on there, just as a matter of news; but that is not enough, and every such park should have a good space in the best papers of the city and towns it caters to, in which to say its own say in its own way. A great deal of good advertising is already being done along these lines, and its volume is increasing as its usefulness becomes more widely known. I reproduce below an ad of this class:

### Subpcena

To the amusement loving public:

By authority of the State of Connecticut, you and each of you are hereby commanded to appear either afternoon or evening, daily or Sunday, before the Court of Pleasure, on Wethersfield avenue, holden within, and for the city of Hartford, to testify in a certain trial, there to be held, what you may know respecting certain charges against I. M. Crusty, it being contended that the accused has attended Capital Park, and has failed to find a wealth of pleasure in attending the Open Air Theater, Shooting the Chutes, Dancing in the Pavilion, Throwing Baseballs at Nigger Babies, Watching the Glass Blowers and other like amusements in which the average person finds great delight. Two giant sized juries will sit this afternoon and evening and evidence of a musical order will be submitted. The star witness will be Colt's Full Band this evening.

While the finding of the court will not be handed down for many weeks, it is expected that the verdict will be given the park as a place of many charms.

Lots O. F. Fun, clerk of the court.

Hereof fail not, under the penalty of the law in that case provided.

Just to show how the essential things can be said in fewer words, and probably with equal effectiveness, I have written this one for use in the morning papers:

### Come Out to Capital Park

this p. m., or to-night. Bring the sweetheart, or the wife and children, or just run out by yourself for a cool, comfortable hour or two. You'll enjoy every minute of it. There's the Open Air Theater, if you like good vaudeville; and the Shoot down the Chutes will cool your blood. There's good music for dancing in the pavilion. The Glass Blowers will interest you, and it's great sport pegging baseballs at the Nigger Babies. There are lots of other amusements, but if you just want to sit down in a quiet place with a good cigar, and listen to sweet, restful music, Colt's Full Band will accommodate you. Better come out. The fare is only a nickel by the — street cars, and you can get back for another nickel most any time you're ready.

*A Cool Suggestion.*

### "In Time of Peace Prepare for War"

In heat of summer get ready for the cold of winter by buying —'s coal.

*Shows a Spirit of Helpfulness That Is Often Very Profitable.*

### Summer Books

If you don't know what sort of books you want to read this summer, suppose you come to the book store and use it as a sort of half library. Ask for what you want, or, if you don't want to ask, poke around and find it — easy enough. We'll make a customer of you — there's no getting out of it, with the thousands and thousands of books that cost so little.

*For Picnic Time.***The Sandwich List**

Deviled Lobster....	25c
Deviled Ham.....	8c—15c
Deviled Chicken....	20c
Potted Tongue.....	20c
Potted Ham.....	8c—15c
Game Pates.....	35c
Ox Tongue.....	75c—90c
Lunch Tongue.....	35c
Lamb's Tongue.....	30c
Boned Chicken.....	25c—45c

*Sometimes a Brief Hint Like This Is as Good as a Whole Column.*

**Steamer Day Kodak Hint**

Is it possible for you to possess more interesting souvenirs of your vacation than the photos you'd snap in a moment?

Eastman Agency—cameras and photo goods for every need. Tourists' outfits are easier than you expect—easier to buy, easier to carry, easier to operate. Helpful service.

*How Baldwin "Gets Back" at the Trust.*

**Baldwin's Magnolia Baking Powder Is Doing It**

Forging along fast on its way toward the top of the list of baking powders in Danbury.

Why buy others when this—made from the same recipe as the higher priced—saves you 30 per cent?

Pounds, 35c; halves, 20c. Sole agents hereabouts.

*For a Suit Sale.*

**Here They Go**

Men's Suits that up to last night were marked

\$15	\$22
\$18	\$25
\$20	\$28

wake up this morning, with a "dispossess notice" on them in the shape of price-marks of

\$12.50 and \$15.

Blue and black serges; light and dark patterns in chevots and worsteds. Full-lined, half-lined and with no lining at all.

Lots of them—more than we really wish there were.

*Holds Out Healthful Pleasure and a Welcome.*

**Bowling**

is an ideal all-the-year-round sport. Invigorates mind and body in the languid days of summer. Come down and try the new alleys for an hour or two. Cooling refreshments in food and drink.

*Suggests Solid Comfort.*

**Cool Off**

in the big salt water plunge at this bath-room. Shampoo bath for 50c, and special Wheelmen's Plunge for summer months, 25c. Then a Turkish Bath will revive you on a sweltering day and make you feel like a new man. We have genuine comfort for sale here.

*Vehicles.*

**If You Are Tired**

of a cheap vehicle, come to us and let us sell you a good one—a bang-up good one—one that is warranted all over—guaranteed from top to bottom—at a just-right price, which is only a little higher than cheap folks ask for cheap vehicles.

Our repository is a clean and inviting place, filled with the best goods of the most responsible and reputable manufacturers. Come in and look over our stock. Ask questions—the more questions you ask the better we will be suited, for we wish to sell you by appealing to your reason and judgment.

*All Right.*

**Two Butter Bargains**

Monday we will cut loose at the Butter counter. We will sell you the finest of Creamery Tub Butter, the best that can be procured, no store has any better, 22 cents a pound. If you don't like it bring it back—your money will be waiting for you.

We will also sell Western prints of Creamery Butter, fresh, sweet and pure. It comes to us direct from our special agent in Illinois. Price, Monday only, 17 cents a pound.

*Convincing Claims for Clams.*

## Those Clams Were Just Right

That's what those who've bought our clams have said.

We sell just the size you want for the clam bake.

They're the small mediums and bake or roast to a nicety.

Have you had difficulty in getting just the right clams?

Try ours.

*This Will Attract the Housewife with Cooking Cares.*

## Dainty Food, Ready to Eat

At this season it is a waste of energy for the housewife to do more cooking than absolutely necessary, when such delicacies as the following can be had at these low figures:

Potted Chicken, can.....10c  
Potted Ham, can.....10c  
Potted Beef Tongue, can.10c  
Roast Beef, 1 1/4 lb. can...15c  
Soups, all kinds, can....10c

*An Excellent One for Beer.*

## Cool as a Cucumber

That's what a refreshing draught of Zeltner's Old-Fashioned Beer will make you. It is absolutely pure—barley-malt, hops, yeast and water—these four and no more. What more do you want? It has the rich, ruby color so much sought after by men who step wisdom's way for their health's sake.

*An Appeal to the Self-Interest of the Labor Union Member.*

## A Hard Blow Struck at the Union Label

Every time a union man buys clothing and does not see that the union label is sewn therein, that is, is not particular whether the garment workers' label is there or not, just so often he encourages non-union manufacturers.

Our clothing bears the label. The coat has the label, the vest has the label, and the trousers have the label.

Get your union-made clothing at \_\_\_\_\_.

*For a Printer.*

## Are You a Member

of any society that is going to give a fair this fall? If so ask your committeeman to talk to Simonds about the printing.

*The Grocer Will Find His Best Advertising in Good Special Sales.*

## Good Potatoes

Not the undersized kind, but large, nice potatoes, with smooth jackets and a faculty for cooking well; 65 cents a bushel, to-morrow only.

*For a Restaurant.*

## While the Folks Are Away

do your eating at Mrs. Muzzey's Restaurant, if you want to have everything remind you of home. Cool, cosy and everything satisfactory.

*Offers an Acceptable Service in an Acceptable Way.*

## Let Us Help You Dress Well

We want to remind you again of the many ways in which we can help you dress neatly and in style, and yet at small expense. We clean and press ladies' and men's clothing of every description, get out all the spots and stains, make the garment as neat as new again. We make over clothing, alter the misfits so they will fit perfectly, give a 1901 style to last year's garments. We dye clothing and fabrics in the piece in any desired color, and guarantee satisfaction. And we buy and sell cast-off garments, pay liberal prices and sell at small profits. It is for your interest to keep us in mind, not only this spring, but all the year round. We can help you cut down your clothing expense and still have you clothed as the prevailing styles decree. Prompt, honest, careful service; that is what we give every order. We give trading stamps. Out of town orders promptly attended to. Telephone connection.

## A City in a Garden

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The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

### THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

**H. W. SEYMOUR, Publisher,**

164-166 Washington Street.

New York Office, 79-80 Tribune Building.

# WITH ME FOREVER!

Office of OPPENHEIMER & CO.,  
312-322 SYCAMORE ST.

CINCINNATI, O., Aug. 31, 1901.

*Printers Ink Jonson, New York City:*

DEAR SIR—Received your letter and desire to say that there is nothing the matter with your inks. We are glad to see that you appreciate our trade and our long-continued dealing with you. We have always received satisfaction from your goods, as well as courteous treatment from you, and shall continue as one of your customers as far as we can see until we move our plant to the next world.

The trouble has been mainly with our competitors, who have not been buying of spot cash houses, and can therefore afford to do work for less than the materials cost, and then stand off their supply houses in order to come out even. Ben Franklin says that it costs more to be foolish than to be idle, and we have therefore chosen to be idle rather than to be filled up with unprofitable work, and, of course, if we have no work we use no Jonson inks. You may be assured of hearing from us as soon as trade picks up.

Thanking you for your inquiry, we remain

Very truly yours,

OPPENHEIMER & CO.

The above concern is composed of shrewd business men, and although located within a stone's throw of one of the largest ink factories in the country, they prefer to send their orders to Printers Ink Jonson, seven hundred and fifty miles away. Some months ago this same large ink factory and myself were competing on an order for green ink, and when I won out they claimed I could not do as I promised. However, Messrs. Oppenheimer & Co. were to be the judges, and after trying the ink they sent me the following testimonial:

*P. I. Jonson, New York:* CINCINNATI, O., Jan. 16, 1901.

DEAR SIR—We inclose you samples of the work done with your green ink, and wish to say that although the ink makers here said that it was impossible to get a good green ink at the figure you quoted, we found that your ink was entirely satisfactory and did the work fully as well as the higher priced inks did before.

If we had ordered about 75 pounds of this ink instead of 40 we would have saved more money on the job, as we found our calculations were all wrong and we had to order some ink here for a portion of this work, although your lot was sufficient to finish all that portion which was run on coated paper. We shall let you hear from us in the future on anything we need in your line.

Very truly yours,

OPPENHEIMER & CO.

When my goods are not found as represented I cheerfully refund the money and pay all transportation charges. Send for a copy of my price list.

ADDRESS

**PRINTERS INK JONSON, 17 SPRUCE STREET,  
NEW YORK CITY.**

## WITHOUT REAL MERIT

There Would Not Be Such Unparalleled Gains  
in the Amount of PAID ADVERTISING in

## The Philadelphia Inquirer

During the last six months The Inquirer has printed 1472 solid columns of advertising more than during the corresponding six months last year, as is shown by the following table, giving the number of columns printed each month last year as compared with this year:

	1901 Columns	1900 Columns	Gain in Columns
March	2226	1852	374
April	2165	2160	5
May	2265	2009	256
June	2163	1791	372
July	1552	1393	159
August	1515	1209	306
Totals	11,886	10,414	1,472

And this cannot be ascribed to the country's great prosperity, for it will be seen by the following statement that The Inquirer has increased in business in much greater proportion than any of the other Philadelphia newspapers:

	August 1901 Columns	August 1900 Columns	Gain	Loss
Inquirer	1,515	1,209	306	
Record	1,261	991	270	
Ledger	909	783	126	
North American	730	687	43	
Times	483	530		47
Press	1,008	1,047		39

These figures represent the total number of columns of advertising printed in the Philadelphia newspapers during the months of August 1900 and 1901. They are all computed at the uniform measurement of fourteen lines to the inch and three hundred lines to the column. No better evidence could be given than this, of The Inquirer's great value as an advertising medium of the highest quality.

### THE REASON IS PLAIN

Advertisements in The Inquirer always bring positive results. That is why The Inquirer prints more advertisements than any other Philadelphia newspaper, and more Want Ads than all the others combined. The Inquirer is the people's paper and consequently is the one that reaches the homes.

## THE PHILADELPHIA INQUIRER

1109 Market Street, Phila., Pa.

NEW YORK OFFICE  
Nos. 86-87 Tribune Building

CHICAGO OFFICE  
508 Stock Exchange Building